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PUBLISHER'S BINDING

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 1 | NEW YORK, U.S.A., THURSDAY, JANUARY 2, 1958 | TEN CENTS

Surprise Move

Telemovies Made Separate From Theatres

Video Splits Companies; Wallace Appointed Head

Special to THE DAILY

BARTLESVILLE, Okla., Jan. 1.—Video Circuit officials, in a surprise announcement, split their telemovie operations in this city from their conventional theatre operations. The two have been conducted jointly since the start of telemovies last Sept. 1.

Telemovies will be operated independently of conventional theatres and will have no connection, except perhaps, on a competitive basis. Wayne Wallace, who was named temporary manager of the experiment, has been officially named to head the project. He replaced Phil Hayes, who resigned Dec. 10.

Wallace, known throughout the

(*Continued on page 2*)

Over 800 TV Stations Now Authorized by FCC

From THE DAILY Bureau

WASHINGTON, Jan. 1 — More than 800 television stations are now authorized, Federal Communications Commission chairman John C. Doerfer declared in a year-end statement.

He said over 650 of these are commercial, over 100 are translators, and over 50 are educational.

About 3,300 AM radio stations are

(*Continued on page 4*)

Television Today

Page 5

Drive-in Owners in Albany Area See Bright Year; Praise 'Spacing'

Special to THE DAILY

ALBANY, Jan. 1—Area drive-in owners predict another profitable year in 1958. Some of them qualify the prophecy with "If the weather is favorable, and if the present business contraction does not persist until June or July."

The product outlook, the drive-in men agree, is good. The pledge of the distributing companies to "space" top pictures comes as tonic news to them. Robert Lamont, of Lamont Theatres, believes spacing "most important and most beneficial."

He also places faith in the "plus" of guarantees from distributors that current and coming pictures will not be seen on television for a specified number of years.

"We can 'slug' this in advertising, regularly," he said, "It will help";

(*Continued on page 2*)

'High Society' Top U.K. Money-Maker in 1957

From THE DAILY Bureau

LONDON, Jan. 1—MGM's "High Society" was the top money-making film in Great Britain during 1957, according to a poll conducted by Quigley Publications. Nine British and six American films made up the list of the 15 biggest box office hits of last year.

Right behind "High Society" were "Doctor at Large," "The Admirable Crichton" and "The Battle of the River Plate" ("Pursuit of the Graf

(*Continued on page 2*)

James Velde Will Speak At Texas Drive-In Meet

Special to THE DAILY

DALLAS, Jan. 1 — James Velde general sales manager of United Artists, will be one of the speakers at the convention of the Texas Drive-in Theatre Owners Association conven-

(*Continued on page 2*)

WB Still to Emphasize Theatre Films: Warner

"The production and distribution of important feature motion pictures for theatrical exhibition continues to be our company's principal purpose" Jack L. Warner, president of Warner Bros., reports in his annual letter to the stockholders released yesterday.

"Many of the world's foremost

(*Continued on page 4*)

Toronto First-Runs Report Holiday Business Up from 10 to 15% Over Last Year's Figures

Special to THE DAILY

TORONTO, Jan. 1—Ten first runs reported post-Christmas business up 10 to 15 per cent over the same period in 1956. There were four holdovers, including the two reserved seat attractions, "This Is Cinerama" and "Around the World in 80 Days." Boxing Day was the day after Christmas and this helped, as many business establishments and government offices were closed.

Paramount's "The Sad Sack" at the Imperial took 15 per eent more than the attraction last year. J. Arthur Rank's "The Shiralee" was about 70 per cent ahead of last year's take at the Hyland. 20th Century-Fox's "April Love," in a three-house run was strong, as was M-G-M's "Jailhouse Rock."

"Blue Murder At St. Trinians" was a powerful draw at the International Cinema. "Legend of the Lost" went 15 per cent over last year's gross at the Carlton.

Studios, Too

Joint Use of Exchanges Is '58 Likelihood

Changes, Economy-Need Seen Forcing Action Soon

Consolidation of exchange facilities and backroom operations, which has been a goal of most distribution companies for long, will make substantial headway during 1958, many distribution executives predict.

Long talked about and studied, even, by the big as well as little companies, distribution men now see changing business conditions and the need for every possible economy forcing the more reluctant ones to action and bringing about, perhaps within the next six months, several physical distribution amalgamations in a number of important keys.

In addition to the increasing need

(*Continued on page 3*)

177 New Theatres in Canada Since 1954

Special to THE DAILY

TORONTO, Jan. 1—Despite the sag in attendance and receipts at Canadian theatres there have been 102 auditorium theatres and 75 drive-ins, all newly-built, in the Dominion since 1954. The total of permanent 35mm motion picture exhibition locations—ranging from the

(*Continued on page 2*)

Salt Lake City Area Grosses Up Sharply

Special to THE DAILY

SALT LAKE CITY, Jan. 1.—The holidays brought a strong upsurge in business here and in other principal Utah cities, spokesmen for Intermountain, Paramount and other operators reported. While figures were not disclosed, the improvement was various-

(*Continued on page 2*)

THIS IS MOTION PICTURE DAILY'S 40th YEAR

National Pre-Selling

"PEYTON PLACE," the story of a New England town, which appeared first as a best selling novel, is reviewed by Florence Somers in the January issue of "Redbook." She says, "The movie version is, according to those who read the book, a great improvement on the novel. The same material has been treated with more taste and discretion. 'Peyton Place' is a fascinating, well-handled and beautifully acted film."

•

"The Sad Sack," a comedy of army life starring Jerry Lewis, has been selected by "Seventeen" as the picture of the month for January.

•

"The Bridge on the River Kwai," the Sam Spiegel production, filmed on location in the steaming hinterlands of Ceylon, is given the lead position in "Cosmopolitan's" Movie Review section, appearing in the January issue. Marshall Scott, the reviewer, is deeply impressed by the performances of Alec Guinness, William Holden, Jack Hawkins and Sessue Hayakawa.

•

"McCall's" sent a correspondent to interview Deborah Kerr on location filming Otto Preminger's "Bonjour Tristesse" on the Mediterranean coast of France. Deborah is a forthright, courageous girl who isn't afraid to correct an interviewer when she understates her age. The article should help this Columbia picture because Deborah Kerr gives the reader the impression that he would like to be with her, even if he's just part of an audience watching her perform on a big screen.

•

"David O. Selznick has made an impressive film of Ernest Hemingway's classic novel, 'A Farewell to Arms'," reports "Coronet" in the January issue. It is a story of the Italian campaign in World War I. "This sad story is enhanced by the Italian scenery and striking camera angles created by director Charles Vidor. Rock Hudson turns in a fine, rounded performance —probably the best of his career."

•

A profile of Glenn Ford, star of "Don't Go Near the Water," appears in the January 4 issue of "The Saturday Evening Post." Glenn tells about his early childhood and how he is training his son in the art of building things for himself. Glenn is married to Eleanor Powell, the former tap dancer. She retired from films and does the cooking and housekeeping for the Ford family.

•

"Seven Hills of Rome," with Mario Lanza, the golden voiced star of "The Great Caruso," is advertised in "The Lion's Roar" column appearing in the December 28 issue of "The Saturday Evening Post."

WALTER HAAS

FEATURE REVIEWS

Scandal in Sorrento

DCA—CinemaScope

HARTFORD, Jan. 1

Sophia Loren of "The Pride and the Passion," "Legend of the Lost" and major attractions to come, and the redoubtable Vittorio deSica are teamed in this Marcello Girosi production for Titanus. It's in CinemaScope, Technicolor, and dubbed for U.S.

Essentially a followup to the hugely-successful earlier deSica encounter with gendarmes, "Bread, Love and Dreams," this relates what happens to the police marshal upon his return to the home town and assignment as supervisor of the local police force. As for his old family homestead, it's not particularly waiting, sparkling in traditional splendor for the master; a curvaceous fish vendor, one Sophia Loren, has moved in, and she proceeds to beg his indulgence.

Well, sir, as romantic matters tend to righten themselves in the long-range approach, the resourceful, resolute police marshal not only reconciles Miss Loren with her heart-broken, young swain (Antonio Cifariello), hiring the latter as a rookie cop in the process, but finds his love-match in the person of Lea Padovani, with whom he's been forced to take "temporary" abode after Miss Loren's appropriated the deSica hearth. The scandal? It's more suggested than viewed, and fittingly so, the stress by Director Dino Risi has been on farce. Risi collaborated with Ettore Margadonna, Marcello Girotti and Vicenza Talarico on the frolicsome screenplay. Running time, 92 minutes. Adult classification. Release, not set.

Return to Warbow

Columbia

HOLLYWOOD, Jan. 1

In 66 steadily-moving minutes, this Wallace MacDonald production directed by Ray Nazarro traces the short and predictable career of three convicts who break out of penal custody in the Arizona of 1875. The subject differs from others of its linear dimension chiefly in the use of Technicolor, which provides the best known marquee name it carries. The player names available for selling use —Phil Carey, Catherine McLeod, Andrew Duggan, William Leslie, Robert J. Wilke, James Griffith, Jay Silverheels, Chris Olsen—leave the burden of promotion substantially on mention of title and tint.

The screenplay by Lee Savage, Jr., based on a Savage novel, opens with Carey, portraying a stagecoach robber now 11 years in prison, master-minding a three-man escape by horse and wagon from an Arizona prison road gang. He leads his two fellow-convicts back to Warbow, his home town, where he believes his brother, played by Griffith, has $30,000 worth of bank loot waiting for him, and where Miss McLeod, now married to the man whose stage line Carey robbed, is to be asked to persuade Carey's brother to bring him the money.

Meanwhile, the audience has been let in on the fact that the brother has spent the money long since and is now the town drunkard, and a little later Miss McLeod tells Carey that her son, who regards the stage owner as his father, actually is Carey's son. Against this background are run off a series of more or less suspenseful incidents of combat, by fist and gun, and the story ends in a long mine sequence where falling rock and collapsing timbers settle such matters as are not taken care of by bullets.

Running time, 66 minutes General classification. Release, not set.

WILLIAM R. WEAVER

The Female Animal

U-I—CinemaScope

The fact that daytime soap opera continues to find favor over both radio and television with a vast number of ladies might be considered by the exhibitor who books "The Female Animal," for all its professional gloss (and it has been handsomely produced in black-and-white CinemaScope and stars Hedy Lamarr, Jane Powell and George Nader in key roles) it is extremely lightweight drama told in terms that are alternately amazingly frank and foolishly sentimental.

This is the story of an aging Hollywood star, Miss Lamarr, who takes up with a handsome muscle boy, Nader, sets him up in a Malibu beach house and then loses him to her daughter, Miss Powell, who, of course, is some years younger. Simply stated, the film's theme is: what greater love than that of a mother who renounces her lover so that her daughter might have him? It is not for the small fry.

Produced by Albert Zugsmith, and based on a story by him, "The Female Animal" takes place in contemporary Hollywood but gives little indication of the true nature of the place.

Miss Lamarr and Nader are both attractive and surprisingly honest in their portrayals, making their roles seem a lot more significant than they really are. Miss Powell is immensely fetching and appealing, if not always believable as Miss Lamarr's neglected —and for that reason drunken—daughter. Jan Sterling and Jerry Paris contribute sharp portraits as, respectively, a former Hollywood star and an actor's agent.

Harry Keller has directed the Robert Hill screenplay so that the story moves swiftly from crisis to crisis. Although not a tear-jerker, the film may well be just the kind to satisfy the large number of ladies who follow this kind of fiction in other media.

Running time, 84 minutes. Adult classification. Release date, April.

V.C.

WB to Stress

(*Continued from page 1*)

producers, performers, directors and writers will bring their talents to the 35 films which are now in preparation for release by our company," Warner commented. "Simultaneously, we are continuing our search for new personalities and our development of new creative picture-making talents. We also are pursuing all possibilities for technological improvement of motion picture production."

The company's financial statement for the fiscal year ending August 31, 1957, contained in the report, was published in MOTION PICTURE DAILY on December 4. Warner states in the letter that since that time the company has purchased 36,800 shares of its common stock on the New York Stock Exchange, for $743,000. There are now outstanding 1,756,496 shares of stock, after deducting 725,751 shares held in treasury.

Financial Position Is Strong

The consolidated balance sheet of the company and its subsidiaries as of August 31, 1957, continues, according to Warner, to show a strong financial position, with net working capital of $40,956,000, including cash of $13,529,000.

Under the $20,000,000 credit agreement established with a group of banks, comprising the First National Bank of Boston and five other banks, $7,000,000 had been borrowed. Subsequent to August 31, 1957, the company repaid $2,000,000, thereby reducing the bank loans under the agreement to $5,000,000.

The company's annual meeting of stockholders will be held on February 5.

Over 800 TV Stations

(*Continued from page 1*)

authorized, and more than 700 FM stations, Doerfer also reported.

Among problems pending before the Commission, he said, are subscription television, where the FCC has said it would consider applications for trial operation after March 1; the report of a special study group on network practices, which the Commission is now studying; and an engineering review of present and potential VHF and UHF service, which is now being completed by a special industry group.

Cites Rapid Growth

Doerfer said the Commission's problems have been multiplied not only by the phenomenal growth of telecommunications but also by various peculiarities in the Communications Law, restricting the Commission's ability to consult its staff and requiring Commission hearings on many matters that should be disposed of without hearings.

Meanwhile, the National Association of Radio and Television Broadcasters reported that the number of homes viewing television in an average week shot up from under 34,000,000 in 1956 to more than 38,000,000 families in 1957.

EVIEW:

ll at Sea

ling-MGM

Fresh from his dramatic triumph in he Bridge on the River Kwai," Alec inness bobs up in another of Mi-ael Balcon's merry little British medies, this time as a seasick naval icer who puts his life's savings to-rds buying a run-down amusement er. While dyed-in-the-wool Guin-ss fans may be disappointed at the k of satiric subtleties which made eir idol's earlier comedies so re-shing, there are ample outlandish uations in the T.E.B. Clarke screen-ay to qualify "All at Sea" for gen-al audience consumption.

Guinness' Ambrose, captain of the M.S. Arabella, is his usual droll haracterization. He buys an amuse-ent pier which places him as near to e sea as his propensity to seasick-ss will allow.

Rundown and ill-patronized, the er is successfully rehabilitated by uinness in the face of severe opposi-on of the local town council, which, r selfish reasons, wants to build a ad which would pass right over the er site, and a band of unruly teen-gers, who start to tear the pier's au-itorium asunder when a vaudeville ow does not go on on schedule.

The teenagers are easily won over hen Guinness offers no resistance to eir vandalism, realizing that the au-itorium can more profitably be con-erted into a dance-hall once the seats re removed. The renaissance of the ier raises the ire of the town coun-il to the boiling point.

As a last resort, Guinness puts the ier on pontoons and sets out to sea vith a boat load of happy passengers. Fortunately, he discovers a cure for is seasickness by stuffing cotton in is ears, just in time to rescue his assengers from drowning when the ier is sunk in a riotous battle with a dredge manned by members of the own council.

"All at Sea," however, is the kind f picture which cannot be adequate-y described in words, depending as it loes on sight gags and the polished erformances of a number of char-cter actors who, although they will e unfamiliar to most audiences, add mmeasurably to the attractiveness of director Charles Frend's fast-paced package. Irene Browne, as the sole town council member to be won over to Guinness' side, Maurice Denham as the mayor and leader of the council, and Percy Herbert as chief officer of Guinness' crew all deserve a nod for making "All at Sea" a lot funnier than it appears on paper.

Running time, 87 minutes. General classification. Release, not set.

WARREN HARRIS

Shea Retakes Theatre

BUFFALO, Jan. 1—The Elmwood Theatre has returned to Shea circuit management and will continue showing first-after-downtown films. Al Pearce has retired as Elmwood manager. He formerly managed Shea's Bellevue in Niagara Falls.

Television Today

One Man's TViews

By Pinky Herman

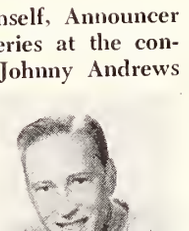
OUR SCHEDULE, this week, was changed because New Year's Day fell on Wednesday (no paper) so our New Year's greetings to all our friends and subscribers go out today for the remaining 363 days of 1958. To all the networks happy billing (and cooing). To program producers; Happy Nielsens, Pulses, Trendexes. To actors; Happy "Emmies." To songwriters; Happy Hit Parade: To advertising agencies; Happy and successful ulcers prevention. . . . With Johnny Clarke as Host, the Saturday all-nite musical program, "Marathon," written and produced by Bob McCue, will start its second year over WRCA next week. Program highlights personalities and events in the world of Music in a manner which makes this one of the best of the wee hours programs around town. . . . Ken Flower, just named account exec for the San Francisco office of CBS-TV Films by John F. Howell, was formerly an All-America Basketball star at U.S.C. . . . Jack Narz has been named to "host" the new Frank Cooper audience-participation quiz, "Ditto," which CBSucceeds "Strike It Rich" starting next Monday. . . . Dolores Hope has written a fine three-page profile on hubby Bob Hope which will appear in the January issue of the American Weekly. . . . Mr. & Mrs. America should tune in CBSunday at 5:30 to a special 90-minute report to the nation titled, "Where We Stand" which will review the world-wide political scene as it affects all of us. This "Twentieth Century" seg. sponsored by Prudential Insurance Co. will be a shocker. . . .



Pinky Herman

☆ ☆ ☆

Due to difference of opinion between CBS and himself, Announcer Joe Given, will bow off the "Lowell Thomas" radio series at the conclusion of a 26-week stint. . . . Last week we heard Johnny Andrews spin a new Kay Starr Victor platter of a song titled "The Last Song and Dance" and we told John that the waltz "can't miss making the Hit Parade." Just then Jack Spatz, professional manager of BVC (Bregman-Vocco-Cahn) breezed into the office and said that he'd just returned from a deejay tour of the Mid-west and never had any song of his received such a response. We're so happy because one of Tin Pan Alley's most loyal vets, Edgar Leslie, wrote both the words and the music of this beautiful ditty. . . . The first TV appearance of Bing and Kathryn (Grant) Crosby takes place CBSunday, January 12, when a special 90-minute program, "Bing Crosby and His Friends" (5:30-7:00 P.M.) featuring luminairies from the TV motion picture and sports worlds, makes a bid for the American Living Room. Sponsored by the Easy Laundry Division of the Murray Corp. of America, program will be produced by Cecil Barker, directed by Seymour Berns and Bob Quinlan and agented by Earle Ludgin & Co. . . .



Joe Given

☆ ☆ ☆

True it is that for years their programs, namely "What's My Line?," "I've Got A Secret," have been copping various awards consistently (see the issues of FAME, 1953, 1954, 1955, 1956, 1957) but the young qwhizz kid producers finally achieved THE accolade which is considered Broadway's most signal honor. The menu at Reubens Restaurant now features as Sandwich No. 4 the Mark Goodson-Bill Todman Special $2.35. . . . Last-minute line-up change at ABC-TV starting Friday, January 3, places "Code .45" at 8:30 P.M. following "Jim Bowie," with "Walter Winchell File" moving into the 10:00-10:30 P.M. slot. . . . Richard Boone, CBStar of "Have Gun Will Travel," arrives in Gotham tomorrow for a week.

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports. (Results of this year's poll will be published early in January.)

Dave Houser, The Morning News, San Leandro, Calif.: It would be great if more new program ideas could be tried out for size on the public. Why couldn't NBC and/or CBS devote half an hour each week to some new program idea? In most cases, people with the ideas would work up their own pilot film or pilot presentation, keeping down the cost to the network. TV desperately needs shows with a new twist, a fresh approach—and networks seem to be afraid to try anything that's really new and different. "Carbon copy" shows encourage the trend toward toll TV.

Bob Williams, The Evening and Sunday Bulletin, Philadelphia: Oddly enough, the best category of new programs is the westerns, which were belabored sight unseen. The specials this season have been definite plusses as a group—many more good ones than poor entries.

Walter Saunders, Rocky Mountain News, Denver: It is encouraging to find that the new TV shows of the season include many educational shows (20th Century, Seven Lively Arts, Project 20, etc.) I think one of the pet peeves of many viewers is the over-emphasis on canned laughter in the situation comedies.

W. F. Jahn, Seattle Post-Intelligencer, Seattle: NBC-TV is to be commended for its creative special programming, news program development and special color shows. Also for its introduction of color tape, lenticular film. The worst aspect of current television programming is the trend toward film shows and away from live programming, which in turn leads to almost total sterility and absolute nothingness on television during the summer quarter. Film programs could be good, but rising costs seem to have resulted in production of more and more worthless film series.

'THE MISSOURI TRAVELER' IS WELL ON HIS WAY TO SELLING 130,000,000 TICKET-BUYING READERS!!!

SATURDAY EVENING POST • JAN. 21

LOOK MAGAZINE • FEB. 4

(56 cities) **PARADE • JAN. 26**

(32 cities) **AMERICAN WEEKLY • JAN. 26**

(49 cities) **SUNDAY COMICS • JAN.–FEB.**

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NOW **The second in "THE AMERICAN SERIES"**



All the crackling action of America's brawlin', growing-up days!

C. V. Whitney Presents

THE MISSOURI TRAVELER

All the bang-up joys of a country-style jamboree!





All the rollicking laughter of Paul Ford—the hilarious Colonel of TV's "Sgt. Bilko"!

All the rousing romance of a free and easy land!





All the pounding excitement of the race that rocked a state!

TECHNICOLOR®

starring

BRANDON de WILDE

LEE MARVIN

GARY MERRILL

PAUL FORD

and introducing

MARY HOSFORD

Produced by PATRICK FORD · Directed by JERRY HOPPER · Screenplay by NORMAN SHANNON HALL

Distributed by BUENA VISTA · Cameraman WINTON C. HOCH

WATCH FOR BUENA VISTA'S FEBRUARY 19-STATE SATURATION RELEASE!

GET MORE OUT OF LIFE — GO OUT TO A MOVIE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 2 NEW YORK, U.S.A., FRIDAY, JANUARY 3, 1958 TEN CENTS

Long, Long Lines

New Year Has A Prosperous Start in N. Y.

Music Hall, Paramount Set All-Time Records

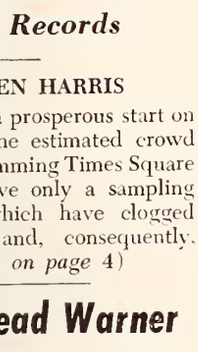
By WARREN HARRIS

1958 got off to a prosperous start on Broadway, with the estimated crowd of over 350,000 jamming Times Square on New Year's Eve only a sampling of the throngs which have clogged midtown streets and, consequently,

(*Continued on page 4*)

Cohen to Head Warner Home Office Advertising

Charles Cohen has been appointed home office advertising manager for Warner Bros., it was announced yesterday by Robert S. Taplinger, vice-president in charge of advertising and public relations.



Charles Cohen

Cohen, who joined Warners last January as New York publicity manager, has been associated with industry advertising and publicity departments for more than 20

(*Continued on page 2*)

Wald Expands Production Program to 8 for Year

Jerry Wald will expand his production program during 1958 with eight major properties scheduled for filming in CinemaScope for 20th Century-Fox release.

The pictures are "The Way Up," "Mardi Gras," "The Jean Harlow Story," "The Sound and the Fury," "The Best of Everything," "The Big War," March the Ninth," and "Have Lux, Will Travel."

FOR THE RECORD

The Box Office Hits of 1957

As in years past, Motion Picture Daily presents below a listing, arranged alphabetically by title of film, of those motion pictures which achieved the greatest dollar grosses during the calendar year 1957. These grosses are based on the domestic United States and Canada business attained by the productions, without regard to foreign revenues.

An Affair to Remember (20th-Fox—Wald)
Anastasia (20th-Fox—Adler)
Around the World in 80 Days (UA—Todd)
Friendly Persuasion (AA—Wyler)
Giant (WB—Stevens and Ginsberg)
Gunfight at the O.K. Corral (Par.—Wallis)
Heaven Knows, Mr. Allison (20th-Fox—Adler and Frenke)
Island in the Sun (20th-Fox—Zanuck)
Jailhouse Rock (MGM—Berman)
Love Me Tender (20th-Fox—Weisbart)
Oklahoma! (20th-Fox—Hornblow)
Pal Joey (Col.—Kohlmar)
The Pride and the Passion (UA—Kramer)
The Solid Gold Cadillac (Col.—Kohlmar)
The Sun Also Rises (20th-Fox—Zanuck)
The Teahouse of the August Moon (MGM—Cummings)
The Ten Commandments (Par.—DeMille)
Written on the Wind (UI—Zugsmith)

Cinerama Productions Nets $324,000 in '57

Net profits of Cinerama Productions Corp. for fiscal 1957 were approximately $324,000 as compared to approximately $175,000 for fiscal 1956, an increase of $149,000 or 85 per cent, president Milo J. Sutliff has reported in the company's annual report.

The company's gross income was in-

(*Continued on page 4*)

Will Show 'Subliminal' To FCC, Press Jan. 13

From THE DAILY Bureau

WASHINGTON, Jan. 2.—The Federal Communications Commission today announced that a demonstration of subliminal projection techniques will be held on Monday, Jan. 13, for FCC officials and interested members of Congress and the Washington

(*Continued on page 5*)

Public Relations Campaign Should Begin Right Away: Stellings

Special to THE DAILY

CHARLOTTE, N. C. Jan. 2—The industry public relations campaign should get underway immediately, Ernest G. Stellings, president of Theatre Owners of America, said in a statement issued here today. This is the industry's way of "whetting the public's appetite for top attractions," he asserted.

The campaign, with orderly releases and the stoppage of film sales to television, makes other problems of lesser importance, in Stellings' opinion.

"The industry cannot withstand the effect of the sale of another group of pictures to television," Stellings declares. "A special TOA TV sales presentation is being readied for the heads

(*Continued on page 4*)

AB-PT Pictures to Make 12 Films This Year

From THE DAILY Bureau

HOLLYWOOD, Jan. 2.—AB-PT Pictures Corp. will produce a dozen pictures this year, with six to be made in the first six months, Irving H. Levin, president, announced today.

The first to go before the cameras will be "Hell Week," to be produced by Norman Retchin beginning Jan. 20.

7-Year Clearance

Dallas Ad on TV Claims Is Surprise Here

Sales Heads Not Advised Of Texas Ad in Advance

By JAMES M. JERAULD

Interstate Theatres of Texas surprised all the general sales managers of major companies by advertising in the Dallas Times Herald December 22 that "None of These New Motion Pictures, Despite Any Rumor to the Contrary, Will Be Seen on Free TV, Toll TV, Cable TV, or Any Other Form of TV for 7 Years!"

The figure seven was in 48-point type and the other part of the caption was 24-point caps. Forty-four pictures from eight companies were

(*Continued on page 5*)

Bergman Will Leave Universal Post Today

Maurice Bergman, executive head of the eastern talent and story departments of Universal Pictures, will terminate his services with the company today, U-I announced yesterday.



Maurice Bergman

Bergman was named to the talent and story posts in 1953. He joined the company in 1942 as eastern director of advertising and publicity and in 1949 was appointed assistant to the president and

(*Continued on page 4*)

Television Today page 5

PERSONAL MENTION

EDMUND C. De BERRY, Paramount Eastern division manager, returned to Boston yesterday from New York.

•

HAROLD L. FRIEDMAN, sales director of United Artists Records, is in Philadelphia from New York.

•

MRS. RICHARD KAHN has given birth to a girl at New Rochelle Hospital. Father is a member of the Columbia Pictures home office exploitation staff.

•

BEVERLY RITTER, secretary to HENRY WHITE, Screen Gems advertising director, has announced her engagement to GENE McAVOY of CBS.

•

MRS. VINCENT JEFFERDS, wife of the merchandising manager of Walt Disney Productions, has given birth to a boy, to be named STETSON.

•

HOWARD MINSKY, International Telemeter Corp. Eastern sales manager, will arrive in New York on Monday from Chicago.

Selznick Here Today

David O. Selznick will arrive here today for special conferences on the next opening of "A Farewell to Arms" with 20th Century-Fox president Spyros P. Skouras and other Fox officials, including 20th International president Murray Silverstone; vice-president Charles Einfeld, and general sales manager Alex Harrison.

N T Dividend Set

LOS ANGELES, Jan. 2.—The National Theatres board of directors today declared a quarterly dividend of 12½ cents per share on the outstanding common stock, payable Jan. 30, to stockholders of record on Jan. 16.

Molnar Work to Mirisch

HOLLYWOOD, Jan. 2.—Harold Mirisch, president of the Mirisch Co., has announced the purchase of screen rights to the Ferenc Molnar play, "One, Two, Three," for Billy Wilder to produce and direct.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

Cohen Heads

(*Continued from page 1*)

years. Most recently, he was associate advertising manager for Twentieth Century-Fox and assistant eastern advertising and publicity manager for Allied Artists. He also has been with Universal-International and Metro-Goldwyn-Mayer.

Gilbert Golden, national advertising manager for Warners, and his assistant, Richard Lederer, have left for the company's studios in Burbank, Cal., where they will establish their offices. Buchanan and Company, New York, recently was appointed advertising agency for Warner Bros.

RKO to Distribute AA Product in Trinidad

Allied Artists International Corp. and RKO Radio Pictures have signed a long-term agreement providing for the distribution of AA product by RKO in the territory of Trinidad, according to a joint announcement yesterday by Norton V. Ritchey, president of AA International, and Walter E. Branson, RKO vice-president in charge of world-wide distribution.

Several Islands Included

Negotiations were conducted for AA by Bernard Gates, Latin-American supervisor, and Keith Goldsmith, and for RKO by Robert Hawkinson, assistant secretary and manager of foreign operations, and Sidney Kramer, foreign sales manager. The territory of Trinidad embraces British and Dutch Guiana, Barbados and the Windward and Leeward Islands.

British Studio Cutback Tax Campaign Weapon

By PETER BURNUP

LONDON, Jan. 2—The cutback in production at the Rank Pinewood studios and the dismissal of between 250 and 350 studio employees, announced earlier this week, will become a prime weapon in the campaign for reduction of the admission tax, it was indicated here today.

Announcing the postponement of four scheduled productions at a hastily convened meeting of a studio workers committee, John Davis cited the reduction in theatre attendance and said, "In addition the industry is bearing an unreasonable and penal entertainments tax which precludes producers from securing a fair share of box office takings."

Four films are now in production at Pinewood at a cost of £1,000,000 ($2,800,000) and commitments have been made to start another eight pictures at a cost of £2,000,000 ($5,600,000) between now and next June.

O'Brien Criticizes Government

Commenting on the cutback Sir Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employees, said "The direct blame is on the Government which persists in draining the industry of approximately one third of cinema admission prices."

Following the announcement of the studio cutback, the Rank Organization announced that 20 of its neighborhood theatres would not open in the future until 5 P.M. thereby cutting out money losing matinee shows.

Report 20th-Fox Planning To Enter Record Business

Twentieth Century-Fox may go into the record business in the near future, a company spokesman said yesterday. The project has been under consideration for some time.

Paramount, Loew's Inc., and United Artists already have record-making subsidiaries, and Universal is controlled by Decca Records.

Start Baltimore Ad Tax Despite Law Suits

Special to THE DAILY

BALTIMORE, Jan. 2—Baltimore's new city taxes on advertising started yesterday, despite 15 pending injunction suits denying the validity of the taxes. The city administration, however, is confident that the taxes will be sustained.

The tax applies to all advertising media, including signboards, newspapers and radio and TV stations. There are two separate levies—one of 4 per cent on all advertising placed with any media and another of 2 per cent on the gross advertising receipts of the media. The first is payable monthly and the second is payable—or reportable—quarterly. The deadline for payment of the January taxes on advertising is February 25.

Plaintiffs in the 15 pending injunction suits include all the Baltimore daily and Sunday newspapers, all the city's television stations and several of its radio stations and department store and other merchants.

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

1220 (R 11-54)

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

WUD031 PD RK NEWYORK NY JAN 2 912AM
J L WARNER & BENJ KALMENSON
WARNER BROS PICTURES INC 666 FIFTH AVE NYK.
I AM DELIGHTED TO INFORM YOU THAT "SAYONARA" FOR THE WEEK ENDING JAN 1 1958 HAS GROSSED $226,490. SETTING A NEW ALL-TIME RECORD GROSS FOR ANY SINGLE WEEK IN THE 25-YEAR HISTORY OF RADIO CITY MUSIC HALL. PLEASE EXTEND MY CONGRATULATIONS TO YOUR ENTIRE STAFF, BILL GOETZ, JOSHUA LOGAN AND EVERYONE ELSE CONNECTED WITH THE PRODUCTION OF THIS MAGNIFICENT PICTURE. BEST WISHES
RUSSELL V DOWNING PRESIDENT RADIO CITY MUSIC HALL

SAYONARA

RINGS IN THE NEW YEAR WITH A HAPPY NEW ALL-TIME RECORD GROSS

FOR ANY SINGLE WEEK IN THE HISTORY OF RADIO CITY MUSIC HALL

...and ringing up GIANT business at the nation's boxoffices everywhere!

From WARNER BROS.

Stellings Asks

(Continued from page 1)

of film companies, in an effort to convince them, if they are not already convinced, that the initial sale of feature pictures to television was a costly one, detrimental to the best interests of the entire industry.

"In the past year, the stage has been set for cooperation and unity of purpose. Let's take advantage of the progress made by hitting hard at the crux of our problem—the box-office.

"TOA is waiting anxiously for MPAA's approval of the promotion campaign. As soon as this is forthcoming, our entire resources will be used to obtain the necessary exhibitor finances.

"The program of salvation is within our arm's length, and with cooperation, unity and concentration on our true objective, we can approach the New Year optimistically."

Bergman Leaving

(Continued from page 1)

director of public relations for the company.

Henry A. Linet, Universal sales promotion manager, also is leaving the company. He has been with Universal for about 20 years in his present capacity and in public relations and advertising-publicity capacities. Prior to joining the company he held publicity and advertising posts with other organizations and served in trade press editorial positions.

Prior to joining Universal, Bergman was advertising manager of 20th Century-Fox and from 1938 through 1940 he was director of advertising and publicity for Columbia Pictures.

His other experience in the industry includes acting as advertising executive for Publix Theatres. Following that he joined the Lord & Thomas advertising agency as an account executive of the Paramount Pictures account.

Bergman has been active in industry public relations over the years. He was a member of Compo's original planning committee and later served as chairman of the Compo speakers' bureau.

N. E. Elections Feb. 4

BOSTON, Jan. 2—The annual meeting of Independent Exhibitors of New England for the election of officers for 1958 will be held on Feb. 4 at the Hotel Bradford here. Balloting will follow a luncheon.

Georgia Theatre Burned

ALAPAHA, Ga., Jan. 2.—The Pine Theatre here, owned by K. F. Shearer, has been destroyed by fire.

1958 Off to Strong Start Here

(Continued from page 1)

theatre aisles since the start of the holiday season.

On New Year's Eve, Radio City Music Hall grossed a record $39,267, following it up the next day with "an almost record" $32,127. As usual, long waiting lines extended from the Hall's entrance completely around the theatre and onto adjoining streets.

For the week ending Wednesday night, the combination of Warner Bros.' "Sayonara" and the Music Hall's annual Yuletide spectacular set an all-time box-office record of $226,490 for the showcase.

SRO at Paramount

The Paramount Theatre was also doing the biggest business in its history with the combination of an in-person rock and roll revue featuring Alan Freed and the British comedy, "It's Great to Be Young." In the week ending New Year's Eve, the Paramount gross was $185,000, helped a great deal by the $2 top admission which prevailed for the greater part of performances.

On New Year's Eve alone, the 2 for 1 combo accounted for $27,000 worth of business and on New Year's Day for $16,000. As schools started to re-open yesterday, the Paramount waiting-lines began to dwindle, although there were still enough teenagers running loose to keep the AB-PT showcase jumping.

DCA Film Scores at Embassy

A third all-time Broadway record was also reported by the Embassy Theatre, where DCA's "The Golden Age of Comedy" is playing. The management reported yesterday that in the week following the premiere on Christmas Day the picture grossed in excess of $18,000 at the theatre—the biggest week's business in the 29-year history of the house.

The film is also reported to be doing solid business at the Guild Theatre in Rockefeller Center, where it is playing a day-and-date engagement.

At the Roxy, 20th Century-Fox's "Peyton Place" and a holiday ice revue were responsible for one of the theatre's better holiday periods, grossing $25,467 on New Year's Eve and $24,677 for New Year's Day. For the holiday week ending Wednesday night, the Roxy took in $166,006, one of the best such periods in its history.

First-Runs Generally Strong

New Year's Eve and New Year's Day were also big business stimulants at practically every other Broadway first run. Typical grosses included $11,300 for the two days at the Victoria, where UA's "Paths of Glory" was holding forth; $17,600 for five performances of "The Ten Commandments" at the Criterion; $8,950 for two days of "Wild Is the Wind" at the Astor; $20,000 for "Raintree County" for the two days at Loew's State; and $15,000 for four performances of "The Bridge on the River Kwai" at the RKO Palace.

Out California way, "A Farewell to Arms" was proving the success of the special distribution pattern set up for the multi-million dollar production by David O. Selznick and 20th Century-Fox.

Typical figures were Sacramento, Crest: $5,930 for two days; Fresno, Crest: $3,105; San Jose, Fox: $4,-393; and Stockton, Ritz: $2,564.

BOSTON, Jan. 2.—The holiday business which took a sudden spurt during Christmas week continued strong through New Year's with excellent product and good cooperation through newspapers sparking the enthusiasm.

"The Bridge on the River Kwai" at the Gary played to capacity during its first week with a strong advance sale promising more of the same in the weeks to come for this roadshow engagement. "Old Yeller" at the Beacon Hill broke all existing house records. "Peyton Place" at the Memorial and "Sayonara" at the Metropolitan also continued to attract long lines of patrons.

"Sad Sack" at the Paramount and Fenway, which opened to throngs the week before Christmas, did even better in its second stanza, but was forced to yield to "The Enemy Below" on Tuesday due to a booking commitment.

Three other hard-ticket shows—"Raintree County," "Around the World in 80 Days" and "Search for Paradise" — all reported upward grosses. "Les Girls" at the State and Orpheum had a fine first week and a good second, but was taken out on New Year's Eve, with "Don't Go Near the Water" on that day only.

MPEA Meets Today on Italian Block of Earnings

Discussion of the new Italian threat to block United States film earnings will be held today at a special meeting of the Motion Picture Export Association's board of directors. An MPEA spkesman said here yesterday that there is every indication that the matter is "negotiable."

The Italian government has already advised American film companies that their earnings in that country must be deposited in a blocked account, effective next Sept. 1. Only money needed for the legitimate expenses of the companies involved would be excepted from the Finance Ministry edict.

Rank Promotion Set For U.K. Stars Here

By VINCENT CANBY

Rank Film Distributors of America plans a "concentrated selling campaign" in the United States on behalf of the company's British stars, Irving Sochin, general sales manager, told a press conference here yesterday. He said that a minimum of six personalities will be brought over this year for extensive publicity tours to introduce them to American audiences.

Sochin pointed with pride to the fact that in the Motion Picture Daily-Herald survey for Fame of top money making stars in 1957, five British stars figure in the first 10 in the international poll. Dirk Bogarde, in fact, was number one winner, followed by Kenneth More.

Praises 'New Faces'

"Evidently," he said, "we have the new faces and the proven faces." He explained that Rank has on tap for U.S. audiences "new faces," such as Bogarde and More, who also are stars of proven experience in others areas, while new U.S. faces for the most part are performers without previous experience.

Emphasizing that both he and his company are "upbeat" in their outlook for the future, Sochin said RFDA would augment its advertising, publicity and exploitation staffs, as well as its sales department to push its players and product. He expects the company's 13 U.S. branches to be expanded eventually to 16 or 17, and in the next 12 months the company will release 14 films.

Cinerama Net

(Continued from page 1)

creased to approximately $440,000 for fiscal 1957. Cinerama's direct debt of approximately $228,000 was paid off during the past year.

At the company's annual meeting of stockholders, to be held here Tuesday, Feb. 11, at the Barbizon Plaza Hotel at 10 A.M., it will be proposed that the board of directors for the ensuing year be reduced from six to five members and that these five places be filled by John R. Boland, Theodore R. Kupferman, Irving N. Margolin, Ira S. Stevens and Sutliff.

Cinerama Productions is also contemplating entering into a separate arrangement with Cinerama, Inc., for the purpose of producing motion pictures in the Cinerama Process. The first picture to be produced under this arrangement would be "The Eighth Day."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Dallas Claim Surprise Here

(Continued from page 1)

isted. Comments of the sales managers here indicated none of them had been consulted about the ad in advance.

Demands for five or seven years clearance between theatre showings and television showings have been multiplying since before the Allied states' convention at Kiamesha Lake in October. Shortly before Allied convened Jack Kirsch, head of the Illinois Allied unit, voiced his indignation over the television advertising that was creating the impression films would go from theatres to television within a short time.

High on Miami Agenda

Theatre Owners of America made the subject an important part of the convention agenda at Miami Beach late in November. Regional units of both organizations have been passing resolutions since that time.

The Council of Motion Picture Organizations of Texas took up the problem recently and sent a letter to Eric Johnston, president of the Motion Picture Association, December 12—saying it was the "opinion of the entire membership" that "retaliatory measures are urgently needed to offset" the impression created by the advertising by television stations that the pictures currently being shown were new.

Johnston delayed his reply pending a study of the legal angles by the association's counsel. It is understood that this reply has been forwarded to Kyle Rorex, executive secretary of the Texas COMPO group, and the question of the legality of "retaliatory" measures has been raised.

Additional Rebuttal Planned

Other members of Texas COMPO had also planned to use similar advertising to offset TV's claim to new theatrical film releases, including a header attachment for trailers on coming attractions and lobby displays. But these plans were abandoned yesterday.

Robert J. O'Donnell of Interstate Theatres and Col. H. A. Cole are co-chairmen of Texas COMPO.

In the December 22 issue of the Dallas Times Herald there was a full-page advertisement over the imprimatur of Interstate Theatres listing 45 important coming productions which would be held back from television for seven years.

They were: MGM — "Raintree County," "Les Girls," "Saddle the Wind," "Brothers Karamazov," "Seven Hills of Rome;" 20th Century-Fox—"Peyton Place," "The Enemy Below," "The Gift of Love," "Farewell to Arms," "The Young Lions," "The Townsend Harris Story," "The Inn of the Eighth Happiness," "South Pacific;" Universal — "Tarnished Angels," "Escape In Japan," "My Man Godfrey," "The Girl Most Likely," "I Married A Woman"

'Sayonara' Included

Also, Warner Brothers—"Sayonara," "The Deep Six," "Darby's Rangers," "Marjorie Morningstar," "No Time for Sergeants," "Indiscreet," "The Old Man and the Sea;" United Artists—"Legend of the Lost," "The Quiet American," "Witness for the Prosecution," "Paris Holiday," "God's Little Acre," "The Big Country," "Kings Go Forth," "Separate Tables," "Man of the West;" Columbia—"Bridge on the River Kwai," "Bonjour Tristesse," "Cowboy;" Paramount—"Desire Under the Elms," "Wild Is the Wind," "Teacher's Pet," "From Amongst the Dead," "The Baby Sitter." Buena Vista—"Old Yeller" and "Missouri Traveler."

There have been reports that the Texas group was preparing a campaign with trailers and display material.

ITOO Takes Action

In Ohio where the television station advertising has aroused strong protests from exhibitors, The Independent Theatre Owners of Ohio has purchased a quantity of trailer leaders to be attached to trailers on forthcoming pictures. These, the late December bulletin to members stated, will help erase the false impression created by TV advertisers.

Comments of sales managers on the Dallas advertisement follows:

Alex Harrison, sales manager of 20th Century-Fox: "The ad's O.K. with me. We haven't made any official announcement yet. I'm in favor of seven years. The minimum will be five. And we are not selling any pictures to color television."

John T. Byrne, MGM: "No decisions have been reached here. I know of the discussion around the country, of course, but I haven't had a chance to go into the problem thoroughly as yet."

Unauthorized, Heineman Insists

William J. Heineman, vice-president in charge of sales for United Artists: "I'm surprised by the ad. They didn't get any consent from us for its use. This problem is complicated as far as United Artists is concerned. We have to check every contract. It might be possible we could not hold back pictures, because it would conflict with agreements with our producers and bankers. If a bank should foreclose on a picture, it would use every means possible to get as much money as possible out of it. We need further discussion on this."

Henry Martin, Universal sales manager: "This ad was put in without our knowledge or prior consent. The matter is still under discussion with us."

Sidney Deneau, western sales manager for Paramount: "We did not authorize the use of any Paramount titles in that advertisement."

Not Consulted, Says Boasberg

Charles Boasberg, general sales manager for Warner Brothers: "I don't think anybody in this company was consulted about the ad in advance, but I think it's a good idea to let people know that new pictures are not going to be seen on television in a short time. It's a good public relations job and ought to be continued. I can't say at the moment what the time lapse should be."

A Columbia Pictures spokesman said the company was not consulted about the contents of the ad and did not know about it in advance. It was added that the company has no plans for release of any post-1948 films to television.

Johnston Reply to Texas COMPO Expected Today

It is understood that the reply of Eric Johnston, president of the MPAA, to the letter from Texas COMPO requesting joint distributor (action) on withholding pictures from television for a stated period, will be released here today for publication on Monday.

Television Today

Boston TV Film Ads Rouse Pinanski Ire

Special to THE DAILY

BOSTON, Jan. 2.—Full page ads in the Boston Daily Globe this week heralding telecasts next Sunday afternoon of "Red River," starring John Wayne and Montgomery Clift on station WBZ-TV here, irritated many New England exhibitors. Theme of the ad was: "America's Number One Box Office Attraction," to be seen "Every Sunday at 2:00 P.M." on TV.

Samuel Pinanski, president of American Theatres Corp., pointed out that the ads make no mention of the age of the films and asked: "How mentally dishonest can they get?"

AFTRA Pension Plan In Effect; Covers 18,000

A pension plan covering artists performing in radio and television went into full effect Jan. 1. Included in collective bargaining agreements by the American Federation of Television and Radio Artists during the last three years, the plan is said to cover 18,000 performers.

All Categories Covered

Coverage of the plan extends from occasional players who may earn $1,000 a year to stars whose wages amount to six figures annually. Under the bargaining agreements, producers contribute 5 per cent of performers' compensation to the AFTRA pension and welfare funds. Of this amount, 2 per cent finances a health and welfare program that has been in effect since Jan. 1, 1956. The remaining 3 per cent, amounting to about $1,500,000, goes toward the retirement program.

Mack May File Toll-TV Bill

From THE DAILY Bureau

WASHINGTON, Jan. 2—Rep. Mack (D., Ill.), third-ranking member of the House Commerce Committee, is considering sponsoring an anti-toll-TV bill.

Mack's bill would not be a flat ban on subscription television. Instead, it would provide that the Federal Communications Commission could not authorize subscription TV in any area enjoying free television until it has first held public hearings on the particular proposal and has decided in advance that approval of the application would have no adverse effect on free television in the area.

Mack Is Influential

If Mack should sponsor the bill, it would be important for two reasons. As a high-ranking member of the committee which must handle any toll TV legislation, he would be in a position to push a measure. Moreover, the measure could be advanced as somewhat of a compromise between those who want a complete ban on toll TV and those who say that any new system should be given a trial.

One of the reasons Mack is hesitating about introducing the bill, reportedly, is that he does not believe the FCC now has legal authority to okay toll TV at all, and fears that his bill might be construed as a backhanded admission that the FCC does have such authority. He has consulted FCC officials and some industry officials for their views on his bill, and should reach a decision soon after Congress reconvenes.

Hearings Start Jan. 14

Meanwhile, House Commerce Committee Chairman Harris (D., Ark.) confimed that his group would start subscription television hearings on Jan. 14. He notified committee officials here by phone that his present plans were to have three days of hearings, the 14th through 16th, with FCC officials testifying the first day and proponents and opponents the other two days.

To Show 'Subliminal'

(Continued from page 1)

press. The demonstration will be over closed-circuit facilities at local station WTOP-TV.

Subliminal projection involves the flashing of messages on screens at a speed too fast to be recorded in the conscious mind but picked up by the subconscious. The demonstration will be offered by the Subliminal Projection Co., Inc., of New York City.



"LOOK UP" WITH LEO!

"RAINTREE COUNTY"
Every opening BIG!

"DON'T GO NEAR THE WATER"
Breaking records in first engagements

"SEVEN HILLS OF ROME"
Next attraction Radio City Music Hall

"THE BROTHERS KARAMAZOV"
Follows "Seven Hills" at Music Hall

"MERRY ANDREW"
First New York Preview the Talk of the Town!

"ALL AT SEA"
First four spots forecast a feast for the fans!

"THE SAFECRACKER"
Spell-binding preview reveals sock drama!

"SADDLE THE WIND"
Richly fills the demand for big-scale westerns!

"THE SHEEPMAN"
Ditto for this powerful attraction!

"GIGI"
Lerner-Loewe's first score since the famed "My Fair Lady"!

EYES ON M-G-M!



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 3 NEW YORK, U.S.A., MONDAY, JANUARY 6, 1958 TEN CENTS

From Hollywood

ee Films in 58 Totaling Well Over 300

MPP Reports Production ise Over Previous Years

From THE DAILY Bureau

HOLLYWOOD, Jan. 5.—A preliminary survey of the number of pictures be produced and released by Hollywood in 1958, issued here today by e Association of Motion Picture oducers indicates exhibitors will ve well over 300 features available 1958. The AMPP report states that Iollywood will make more pictures 1958 than in 1957 or in several eceding years."

The tally of over 300 does not include figures for many independent oducers, or films to be released by

(*Continued on page 5*)

lame Josephs to Col. astern Sales Post

George M. Josephs, a circuit sales count executive for Columbia Pictres for the past three years, has been promoted to the new post of home office Eastern sales representative, it was announced at the weekend by general sales manager Rube Jackter.



George Josephs

In making the announcement, Jackter said the new post was necessary "due to the end in the overall sales situation

(*Continued on page 2*)

Television Today

Page 5

Holiday Records Broken Everywhere As Patrons Flock to Theatres

The new year brought a decided up-lift at the nation's boxoffices, reflecting the record gains reported on Broadway, according to reports from MOTION PICTURE DAILY correspondents throughout the country. In practically every city reporting, theatre business was as good as and, in most cases, better than last year. More attendance records were broken this holiday season than in any other period in recent memory.

Million Dollar Week Seen For 'Farewell' in Calif.

David O. Selznick's "A Farewell to Arms" was heading for a total gross of $1,000,000 for one week in its current pre-release, roadshow engagements in 45 theatres in California, 20th Century-Fox reported at the weekend. The picture had its world premiere in 8 theatres in the Los Angeles area on December 19 and grossed more than $250,000 in its first two weeks. It then opened in 37 more California theatres over the New Year holiday.

Meanwhile 20th-Fox also announced that the picture will have its first 1958 booking at Chicago's Oriental Theatre starting January 23.

ALBANY, Jan. 5—Film-row received a welcome New Year's present as business, to quote one execu-

(*Continued on page 4*)

SW Given Right to Acquire 2 Theatres

Federal Court Justice Edmund L. Palmieri has approved Stanley Warner's bid to operate the Jefferson Theatre in Punxsutawney, Pa., and to renew the lease of the Capitol Theatre in Cincinnati. In the decision, announced here Friday, the Justice said that neither action would "unduly re-

(*Continued on page 2*)

Ricketson for More Aid Of Academy Show Type

From THE DAILY Bureau

LOS ANGELES, Jan. 5—Exhibitors should make every effort to develop public interest in special periodical events, comparable on a smaller scale to the Academy Awards presentations, in order to make sure that regularly spaced release of top features will be maintained, National Theatres general

(*Continued on page 4*)

Joint Comm. to Seek Time at TV Hearing

The Joint Committee Against Toll TV will ask for time to testify at the coming House Commerce Committee hearings on subscription television.

The hearings are scheduled to run from Jan. 14 through 16, with the 14th

(*Continued on page 2*)

EDITORIAL

Unethical TV

By Sherwin Kane

THE INCREASING NUMBER of complaints against the deceptive type of film advertising employed by some television stations indicates the seriousness of this problem. In all likelihood, unless the television industry voluntarily adopts enforceable regulatory measures to restrain stations from deceiving the public and unfairly appealing to motion picture theatre patrons by inferring that films being telecast are current or fairly new attractions, then sooner or later a public issue must be made of it by calling it to the attention of the proper regulatory agencies.

Such a move most certainly would entail widespread publicity damag-

(*Continued on page 2*)

Reply to Texas Compo

Agreements on TV Clearance Said 'Illegal'

Johnston Says the Action Would Violate Trust Laws

Distributor agreements for withholding pictures from television for a stated period would be a violation of the anti-trust laws, Eric Johnston, president of the Motion Picture As-

"It's incredible that meretricious merchandising should be indulged in by anyone associated with a medium that relies for its entire existence on the monopoly use of TV channels owned by all the people of the United States. What a way to repay the people for the use of their priceless property!"—Eric Johnston.

sociation, has informed Kyle Rorex, executive director of the Texas COMPO, in reply to a letter sent Dec. 12.

As an alternative, Johnston suggests

(*Continued on page 5*)

Find Trailers Motivate 43% of Attendance

Trailers motivated 42.9 per cent of the movie expenditures of people in this country during October, according to a survey made by Al Sindlinger & Co., and released at the weekend. Translated into dollars at an estimated average admission rate

(*Continued on page 2*)

Arbitration Conferences Resume Here Next Monday

All participants have agreed to reconvene the joint exhibitor-distributor conference on conciliation and arbitration next Monday, January 13, in the board room of the Motion Picture Association, the MPAA announced at the weekend.

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Detroit from New York.

•

DAVID A. LIPTON, Universal Pictures vice-president, has arrived in New York from Hollywood.

•

THOMAS E. RODGERS, Trans-Lux Theatres vice-president, and SIDNEY GINSBERG, assistant to the president of the company, left here yesterday for Detroit.

•

EDWARD SOLOMON, 20th Century-Fox assistant exploitation director, is in Chicago today from New York.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave New York today for St. Louis, Oklahoma City, Dallas and Houston.

•

MORRIS LEFKO, U.S. and Canadian sales manager for "The Ten Commandments," will return to New York today from Toronto.

•

HERBERT WILCOX and ANNA NEAGLE, his wife, arrived in New York yesterday from London via B.O.A.C.

Report 96% L. A. Voters Back Pay-TV Balloting

From THE DAILY Bureau

HOLLYWOOD, Jan. 5.—More than 96 per cent of the registered voters approached by representatives of the Citizens Committee Against Pay-Television are signing the petitions eagerly, Chairman Julius Tuchler reported here. As a result, the campaign for referendum action on two pay-television ordinances passed by the City Council last month is "much further along than the campaign for signers opposed to the Dodgers' deal was at the same point."

Ordinances opposed by the Citizens Committee were implementing measures passed in behalf of Skiatron and FWC-Telemeter franchises. Mrs. Fred S. Teasley, radio and television chairwoman of the California Federation of Women's Clubs, has been appointed to head the Citizens Committee's Speakers Bureau.

Yates Buys Rep. Shares

Herbert J. Yates, president of Republic Pictures, has purchased 4,100 common shares of that company, increasing his holdings to 57,160 shares.

EDITORIAL

(CONTINUED FROM PAGE 1)

ing to motion picture programs on television, and helpful to motion picture theatres showing the latest productions.

Eric Johnston, Motion Picture Association president, in his reply to Texas Compo (published elsewhere in this issue) on its request for concentrated action by producers-distributors on the misrepresentation in TV's film advertising, recommended that exhibitors not wait for television to begin policing itself, but to take immediate action on their own when they encounter false and misleading TV advertising.

Johnston urged reporting such advertising to (1) local Better Business Bureaus; (2) the Federal Trade Commission and the Federal Communications Commission, and (3) their own Senators and Representatives in order that the complaints may be turned over to the Senate and House Interstate and Foreign Commerce Committees.

Johnston pointed out that Federal anti-trust laws prohibit MPA from attempting to induce producers-distributors concertedly to grant a uniform long-term clearance to theatres over television, as requested by Texas Compo. They do not prevent individual companies from arriving at such a policy independently, and for patently good business reasons.

Presumably, the legal considerations have frustrated a plan for large-scale advertising on the screen and in lobbies of Texas Compo member theatres that Hollywood's new films will not be shown for at least seven years on television.

Another sound course of action is open to both industries.

Elmer Rhoden, in a keynote address to the annual convention of Theatre Owners of America at Miami Beach in November, suggested that a joint meeting of leaders of the film and television industries be convened to draw up a code of ethics.

Certainly, dishonest advertising of motion pictures on television programs by some stations would be high on the list of subjects to come before such a meeting.

The Rhoden proposal is a sound one. TOA would be well advised to pursue it immediately, in the event action has not already been taken on it.

Joseph Named

(*Continued from page* 1)

which finds less emphasis on national deals made in New York and a return to local and area buying." Josephs will cover the entire Eastern seaboard area.

Josephs joined Columbia in 1928 while he was still studying at New York University and after his graduation in 1929 was named manager of the print department. He rose through a number of executive positions until he became sales accounting manager in 1938.

In 1946 Josephs became assistant to A. Montague, the company's general sales manager. In 1954 he was named one of the company's three sales executives in charge of circuit sales.

Walker in Hospital

Frank C. Walker, president and chairman of the board of Comerford Theatres, checked into St. Lukes' Hospital here at the weekend for his annual checkup. His physician stated that the 71-year-old former Postmaster General would remain in the hospital for a few days.

To Meet on 'Traveler' In K. C. This Week

Advertising, publicity and exploitation plans to book a 400-theatre saturation launching of C. V. Whitney's "The Missouri Traveler" in 19 mid-, south-west and Rocky Mountain states, commencing Feb. 5, will be mapped in a series of meetings to be held this week in Kansas City.

Flying from New York to the Missouri city today for the conferences will be Charles Levy, Buena Vista director of advertising, publicity and exploitation, and Fred Goldberg, head of the New York office of the Blowitz-Maskel publicity office.

Joint Committee

(*Continued from page* 1)

devoted to testimony by Federal Communications Commission officials. House Judiciary Committee Chairman Celler (D., N. Y.), who has a bill to ban toll TV, is also asking to be heard, it is understood. Most major proponents and opponents of toll TV are expected to testify. National Association of Broadcasters has asked permission to testify in opposition.

FCC Reaffirms Right To Authorize Toll-TV

From THE DAILY Bureau

WASHINGTON, Jan. 5.—The Federal Communications Commission, in its annual report issued over the week end, reaffirmed its conclusion that it has the necessary statutory authority to authorize the use of subscription television.

No Action Before March

The Commission said it had not been possible before 1957 "to give concentrated attention to the important questions of law, fact and policy raised by pay-TV. The report reviewed Commission activities in the pay-TV field during the year, concluding with the decision to okay trial pay TV operations on a limited basis with applications not to be acted on before March 1, 1958.

Trailers Motivation

(*Continued from page* 1)

of 75 cents, this totals up to $51,234,000.

The survey statisticians put this in another way by reporting that for every $1,000 of average theatre grosses $429 was due to the motivation of trailers.

In a five-week period the analysis was reported as follows: (1) That 91,454,000 persons 12 years of age or older, representing 59 per cent of the 155,007,000 who attended a film theatre during October had seen the trailer of the feature;

(2) That 74.2 per cent of that number, or 67,859,000 persons, were motivated by the trailer;

(3) That, with an average admission price of 75 cents, the sum of $51,235,000 was spent at the box office by those motivated by the trailer, representing 42.9 per cent of the total movie expenditure for the period.

SW Given Right

(*Continued from page* 1)

strain competition" in the respective areas.

The Capitol Theatre is currently a Cinerama outlet, and will continue under that policy until April 30, 195[illegible] when it will then be eligible to b[illegible] for other types of films in addition to those produced in the Cinerama process.

Stanley Warner had also sought to operate the Alpine in addition but was denied that right by Justice Palmieri's decision, which asks that the Alpine be disposed of to a responsible party. If no lessee is found for the house, however, Stanley Warner has the right to operate the Alpine six days out of each six months to retain its license as a motion picture theatre.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto[illegible] Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausek, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc[illegible] Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit[illegible] Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si[illegible] Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th[illegible] J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e[illegible] published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa[illegible] Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei[illegible] Single copies, 10c.

ilms in 1958

(*Continued from page 1*)

h companies as American Interna-al, AB-PT Pictures, Distributors p. of America, Republic Pictures Rank Film Distributors of Amer-

Several of such companies have ady announced plans for augment-schedules for 1958. AB-PT report-late last week, for instance, that vould make 12 pictures in the new r.

he AMPP noted that, while there l be diminished activity at two dios, the slack in the total number pictures will be more than taken by other major companies.

The survey of the various studios s broken down as follows:

32 from Paramount

Paramount will have 32 pictures for ease in 1958, of which 18 are al-dy completed.

Twentieth Century-Fox has added 000,000 to its $60,000,000 produc-n budget for 1958, setting a new ord for the company. The money l be expended on 65 or more pic-es, including 18 from Regal Films.

United Artists has 36 pictures on release schedule for 1958, including "blockbusters," and representing 350,000,000 investment.

Universal-International in its 1957-release schedule has 39 pictures ng into the nation's theatres.

Warner Bros. expects to have its aviest total production budget in ars for 1958.

M-G-M Budget Is Large

Metro-Goldwyn-Mayer is starting ar top pictures during the first two nths of the year, and plans a wide ge of other high budget features.

Columbia Pictures, which has a bstantial backlog of product ready release, will start 14 top budget tures during the first six months of new year.

Allied Artists, in addition to 15 ns already completed, has four w shooting, and will start four re this month.

Hecht-Hill-Lancaster has set a pro-am of 12 top budget pictures for e year for a total cost of over $14,-0,000, all for release by U.A.

In addition, Walt Disney will make e features this year; Stanley Kramer s a deal with U.A. for six pictures a minimum of two a year; and Na-nal Theatres will have the first pic-e in the Cinemiracle process, "Cine-racle Adventure," ready for release s spring.

Johnston Sees Confidence

Commenting on the AMPP survey, ic Johnston, president, said: "These sy production activities are the sur-sign I know of Hollywood's faith d confidence in its own future and the future of the motion picture eatre. In 1958 Hollywood will be ving it with pictures . . . a great mber of pictures that we are all cer-n the public will want to see in e theatres of the United States and roughout the world. For Hollywood, 58 is a real upbeat year."

Cites Box Office as Best Control of Film Morals

Special to THE DAILY

ALBANY, Jan. 5.—The "most effective weapon of control" for a democratic people, so far as effecting moral standards for motion pictures, "is at the box office," and no American Catholic should forget this, Monsignor Thomas F. Little, executive secretary of the National Legion of Decency, declared in an address at the monthly luncheon of the Albany First Friday Club in the DeWitt Clinton Hotel here. His superior in the Legion is Bishop William A. Scully, of Albany, chairman of the Bishops Committee on Motion Pictures, Radio and Television.

Introduced by Monsignor James E. O'Neil, club moderator and rector of Mater Christi Seminary, Msgr. Little said, "You cast a vote of approval or a vote of disapproval, by attending or staying away from a motion picture. By your attendance at an objectionable film, you encourage the people in Hollywood to produce unwholesome, indecent and immoral pictures." Making clear the duty of all Catholics to support whole-heartedly the Legion of Decency, Monsignor Little scored "educated Catholics" who adopt a "subjective" attitude toward ratings and who believe they are not bound thereby.

Urges 'Sacrifice'

There are motion pictures which would have no harmful effect on many adults, but the latter must bear in mind their effect "on the young, the impressionable, and the uninformed," the speaker declared. "Sacrifice" for the greater good of all is imperative, he added.

The Monsignor then related the history of the Motion Picture Production Code and the part played by Martin Quigley and the late Father Daniel Lord in writing the Code.

Drive-in and Concession Men to Meet in Boston

Special to THE DAILY

BOSTON, Jan. 5.—Independent Exhibitors, Inc., of New England and the Drive-In Theatre Association of New England, a unit of national Allied, will hold a joint meeting with National Association of Concessionaires for the first time in this territory Feb. 18 at the Hotel Statler.

The first half of the day will be for discussion of drive-in problems, and the second half for discussions of merchandising, new concessions items, equipment, etc.

Edward W. Lider, president of IENE, and Norman Glassman, chairman of the board, will preside at the morning session. Topics slated for talks by several speakers include rentals, orderly releasing, and business-building efforts.

Carl Goldman, executive secretary of the IENE, and Philip Lowe of Theatre Candy Co. of Boston are coordinators for the meeting.

RFDA Names Sachs Southwest Manager

Sol M. Sachs, veteran motion picture sales executive, has been appointed Southwest regional manager for Rank Film Distributors of America, Inc., it was announced at the weekend by Irving Sochin, general sales manager for RFDA. Sachs assumes his post next Monday, January 13, succeeding Ray Jones who resigned in the latter part of December, 1957.



Sol M. Sachs

Sochin announced that Sachs will supervise RFDA sales operations and personnel in the Dallas, New Orleans and Oklahoma City territory. Sachs will have his headquarters in Dallas.

The new RFDA Southwest regional manager was previously associated with Allied Artists Pictures and RKO Radio Pictures in executive distribution positions. Sachs entered the motion picture industry in May, 1926, as a checker at Pathe.

Debate on Toll-TV Scheduled Again

Special to THE DAILY

SAN FRANCISCO, Jan. 5.—Twice frustrated in its attempt to spot a live program debate on the merits of toll-TV in this area, KRON-TV will try again this Tuesday when Paul McNamara and Carl Lesserman of International Telemeter will argue in favor of pay-as-you-see TV against local citizens strongly opposed to Telemeter's and Skiatron's applications for franchises to set up shop here.

Arnold C. Childhouse, of the United California Theatre Circuit, and Doctor J. C. Geiger, prominent local health official, will be the opposing speakers. Originally, Childhouse had been scheduled to debate with Alan Lane of Skiatron TV, but after two cancellations by the latter, a new discussion panel was formed.

Skiatron Silent on Reasons

Skiatron TV refused comment on its failure to present a representative for the debate, and it is reported that cancellation of the earlier announced program caused considerable embarrassment to KRON officials who had plugged the show for weeks both on the air and in paid newspaper advertisements.

Mich. Theatre Reopens

ST. CHARLES, Mich., Jan. 5.—The Roxy Theatre, which has been dark for some time, reopened yesterday under new ownership of James Langston. Buying and booking will be done out of Detroit by Clark Theatre Service.

. . . NEWS ROUNDUP

'American' Preview Tonight

A preview of Joseph L. Mankiewicz's "The Quiet American" will be held tonight in the Washington headquarters of the Motion Picture Association of America. Mankiewicz, who produced and directed the United Artists release, will play host to the Capital's press corps. The world premiere of the film will be held on Jan. 22 at the Playhouse Theatre and is being sponsored by the American Friends of Vietnam.

Tomorrow Is 'Cowboy Day'

Gov. Raymond Gary of Oklahoma has proclaimed Jan. 7 as "Cowboy Day" throughout Oklahoma in joint recognition of the world premiere of Columbia Pictures' "Cowboy" at the Center Theatre, Oklahoma City, and the ground-breaking for the National Cowboy Hall of Fame in conjunction with the convention of the National Cattlemen's Association.

'Citizen' Premiere Jan. 28

"Damn Citizen," Universal-International release, will have its world premiere at the Joy Theatre, New Orleans, on Jan. 28, launching more than 100 dates in the territory.

Bookers Club Meet Today

The Motion Picture Bookers Club of New York today will hold its first meeting of 1958, at their new meeting room in the Hotel Manhattan.

Patrick Ford Resigns As C. V. Whitney V.P.

From THE DAILY Bureau

HOLLYWOOD, Jan. 5—Patrick Ford, who joined C. V. Whitney Pictures, Inc., in 1955 as associate producer on "The Searchers," and subsequently became vice-president in charge of production, today announced his resignation. Ford is producer of "The Missouri Traveler" and "The Young Land" for Whitney.

Richard Craven Dead

ALBANY, N. Y., Jan. 5—Funeral services were held here today for Richard C. Craven, former Western regional director of the American Humane Association and consultant to the Film industry, who died Monday. The deceased, who retired in 1946, worked out with the late Will H. Hays the agreement which placed animals in pictures within the province of the Production Code Administration.

Holiday Records Broken Coast to Coast

(*Continued from page* 1)

tive, "went from the bottom to the top." "Sayonara," grossing $7,000 for New Year's Eve and New Year's Day at the 1900 seat Palace, and "Peyton Place," earning $2,600 New Year's Eve at the Palace, were both termed "phenomenal."

"The Sad Sack," which attracted profitable patronage to the Strand for 12 days moved to the Ritz for another week. "Pal Joey" and the French import, "Gervaise," were also doing strong business.

Reports from Troy, Schenectady and Utica indicate that holiday business was strong there, too. "Sayonara" was "fine" in all three cities, grossing $3,000, for example, in its first day at the Stanley in Utica. "Peyton Place" was also doing excellent business, taking in $1,600 at Proctor's Schenectady on New Year's Eve and $1,000 at Proctor's in Troy on the same day.

DETROIT, Jan. 5—By and large, holiday business here was excellent. United Detroit Theatres were all reported as doing well. The Fox Theatre with "Peyton Place" seemed to have done as much in a day as it did in the week preceding the holidays.

The Adams, with "Don't Go Near the Water," was a busy and cheerful establishment. Attractions such as "Around the World in 80 Days" at the United Artists and "Seven Wonders of the World" at the Music Hall all had extra showings.

Confidence in 'Big Films'

Due to a shortage of good holiday product, neighborhood and subsequent run houses did disappointing business in comparison to past years. There is considerable optimism, however, that business will pick up once the big films currently engaged downtown go into the subsequent run spots.

DENVER, Jan. 5—The week ending New Year's Day in the first-runs here was about on a par with the same week last year. New Year's Eve shows were not sellouts. Most theatres reported "good houses," however.

Currently, the Centre has "Peyton Place," which beat last year's business by about $6,000, ending with around $23,000 this year, and, of course, holding over. The Denham, with "Sad Sack" in its second week, ran about $1,000 ahead of last year, grossing $11,000 for the Jerry Lewis comedy.

'Old Yeller' Popular

"Old Yeller" at the Denver topped last year's figures by around $1,000 closing with $26,000 this year, and moving to the smaller Aladdin for an indefinite run. "Legend of the Lost" and "The Dalton Girls" at the Paramount grossed $10,000 in their second week, an improvement of nearly $1,500 over the same period last year. "Raintree County" at the Orpheum and "Around the World in 80 Days" in its 33rd week at the Tabor were also doing "excellent" business.

CHATTANOOGA, Tenn., Jan 5—Jay Solomon of Independent Theatres, Inc. reports that New Year's Day was "record breaker," with "Legend of the Lost" doing 50 per cent more business than the previous year at both the State and Brainerd theatres. At the Capitol Theatre, the combination of "Teenage Monster" and "Brain from Planet Arous" outgrossed last year at the same period by 30 per cent.

CHARLOTTE, N. C., Jan. 5—Practically all Charlotte theatres reported good business New Year's Day. The Manor, with "My Man Godfrey," the Carolina with "Sayonara" and the Visulite with "Doctor at Large" all enjoyed patronage which exceeded Christmas levels.

MEMPHIS, Jan. 5.—Memphis first runs grossed 135 per cent above average business, during the holiday week ending Jan. 1. This was 35 per cent above the holiday week a year ago.

The Warner Brothers film, "Sayonara," at the Warner Theatre, set the pace with 210 per cent above an average week. Loew's Palace showed the M-G-M film "Don't Go Near the Water" to 160 per cent above average.

Loew's State, showing Universal's "Tarnished Angels," the Malco, showing "The Sad Sack" from Paramount, and the Strand, with "Peyton Place," of 20th Century-Fox, all did twice the average business.

NEW ORLEANS, Jan. 5. — A marked upswing at downtown boxoffices was the good news here on New Year's Day. The newly-arrived "Sayonara" at the RKO Orpheum, and "Don't Go Near the Water" at Loew's State started strongly, while "Raintree County" at the Panorama and "Tarnished Angels" at the Joy continued to excellent and often capacity business.

Many Visitors in Town

The upward trend was welcomed by many who had found Christmas and post-Christmas business starting out as much as 15 per cent less than that of last year. The shortage of films designed for the younger audiences was named by some as the main cause of the business drop. Out-of-town visitors, who crowded the city for the holiday, did not crowd intown theatres with the capacity business that they had in previous years.

DALLAS, Jan. 5.—Holiday crowds packed downtown theatres here New Year's Day. An Interstate official reported that "Legend of the Lost" at the Majestic and "Sayonara" at the Palace were doing business "definitely above last year." "Raintree County" is also enjoying steady patronage at the Tower.

For New Year's Eve only, the Majestic enjoyed big day and evening business with advance showings of "Peyton Place," while the Palace ran "The Tarnished Angels" to large audiences. Teenagers flocked to Interstate neighborhood houses during special New Year's Eve midnight horror films such as "I Was a Teenage Frankenstein," "Blood of Dracula" and "The Man Without a Body."

SALT LAKE CITY, Jan. 5.—Theatre business was described as "unbelievably good" for New Year's Day by John Krier, vice-president and general manager of Intermountain Theatres operating the three first runs and a moveover house. "I don't know when we've had a bigger total gross," he said. "Of course, admissions were higher, but it was extremely gratifying. In some cases it was bigger than Christmas."

Only One New Opening

There was only one new opening in town, "Don't Go Near the Water," which played to 1,800 capacity nearly all day at the Capitol. The Utah, with "Sayonara" in its second week; the Centre, with "Peyton Place" in its fifth day; the Rialto with "Around the World in 80 Days" in fifth day; the Lyric with "Legend of the Lost" in fifth day, all reported extremely satisfying business. "Pal Joey" in its second week at the Uptown and Villa was described as "excellent."

SAN FRANCISCO, Jan. 5.—Northern California in general and San Francisco in particular enjoyed one of the best Christmas seasons in a decade.

From Christmas until New Year's "Sayonara" did a cool $45,000 gross at the Paramount and broke an 8-year opening day record.

Fox West Coast theatres went all out over the territory with simultaneous showings on New Year's Eve of "A Farewell to Arms." The local Fox Theatre, with its 4,600 seats, turned them away for every performance, as did its sister house, the Paramount, across the bay in Oakland. Other key FWC theatres reported comparable successes at San Jose, Palo Alto, Burlingame, Watsonville, Salinas, Fresno, Stockton, Sacramento and Reno, Nev.

'Legend of the Lost' Impressive

"Don't Go Near the Water" at the Warfield and "My Man Godfrey" at the RKO Golden Gate topped anticipated returns. United Artists started "Legend of the Lost" a week before Christmas and broke the record for comparative box office receipts of the same week for the last 10 years. Then it held the pace through the Christmas week and was going strong over the weekend. The St. Francis kept in stride with "Sad Sack" with a week before Christmas opening and continues to click the turnstiles in its third week.

Santa Claus dropped a cheerful bundle in the stockings of the 100-house United California rural chain with "Pal Joey."

PEOPLE

John Emmart, who joined Roy S. Durstine, Inc., last year, has been named a vice-president of the agency in charge of the Western offices. Emmart was formerly advertising and merchandising manager of Italian Swiss Colony Wines.

□

Walter Tremor, St. Petersburg manager for Florida State Theatres, has been transferred to Jacksonville to take charge of advertising for the entire state circuit.

□

Duke Hickey, Universal-International field publicity representative in Cleveland, has been awarded a citation by the U. S. Air Force for his aid in USAF recruiting.

Ricketson Urges

(*Continued from page* 1)

manager Frank H. Ricketson, Jr., declared today. Distributors necessarily have difficulty in maintaining a steady flow of top product, he said, because "big product is now owned by independent producers who too often say when and where their pictures will be premiered and played."

Ricketson said nothing should be done to detract from the Academy Awards stature, but urged that other notable activities, such as the COMPO audience awards, and the Golden Jubilee be promoted vigorously so as to create additional high points in the motion picture year.

Buying Spots to Protect Academy Show from Ads

To make certain that no commercials will be tied onto the NBC 90-minute Academy Award telecast the night of March 26, the Donahue & Coe advertising agency has been authorized to buy up the 30-second station breaks and the time will be used for a "live" dignified word or two from motion picture theatres.

MPIC Meets Wednesday

HOLLYWOOD, Jan. 5—The annual meeting of the Motion Picture Industry Council will be held Wednesday evening at the Beverly Hilton Hotel with election of officers and submission of annual reports among matters on the agenda. Chairman George Murphy will preside. The individual to represent MPIC at the tax hearing in Washington will be selected at the meeting.

Pratt, of 'U,' Resigns

HOLLYWOOD, Jan. 5—James Pratt has announced he has tendered his resignations as Universal International executive manager, effective Jan. 18. He has been with the studio for 1[illegible] years.

'V Agreements Seen 'Illegal'

(*Continued from page 1*)

Rorex that "the meretricious adver-ng" of television stations designed convince the public that the pic-es they are showing are new should discussed with Better Business reaus; with John W. Gwynne, irman of the Federal Trade Com-ssion; John C. Doerfer, chairman of Federal Communications Commis-n; with Sen. Warren G. Magnu-, chairman of the Interstate and reign Commerce Committee of the nate, and Oren Harris, chairman of Interstate and Foreign Commerce mmittee of the House.

"If all of us are alert in exposing l combating these deceptive prac-es, I am sure that they can be pped," Johnston wrote.

Conciliatory in Tone

The tone of Johnston's letter to rex was sympathetic.

"It's incredible that meretricious rchandising should be indulged in anyone associated with a medium at relies for its entire existence on monopoly use of TV channels ned by all the people of the United tes," Johnston wrote. "What a way repay the people for the use of ir priceless property!

"Television itself should take im-diate steps to eliminate false ad-tising. But we should not wait for evision to act. We must also act. hen exhibitors in the field come ross continuing examples of false l misleading advertising, I urge at they call these practices to the ention of local Better Business reaus."

As an alternative, he urged that y contact the public officials men-ned above.

Schreiber Opinion Included

An opinion on the illegality of joint reements on theatre-television clear-ces prepared by Sidney Schreiber, PAA general counsel, at Johnston's quest, was included with the letter Rorex.

Scheiber expressed the opinion that tributors would be subject to suits injunction, criminal punishment d the payment of treble damages any person injured by reason of ch violation."

"The violation would not be in the lividual decision made by any dis-buting company not to license its tures to television for a fixed num-r of years after they had their the-ical exhibition, but in the concerted tion," Schreiber ruled.

He cited Judge Yankwich's decision the Government's suit at Los Ange-covering the refusal of companies to make pictures available for television Dec. 5, 1955.

Theatre Owners of America, Allied States Association and the Council of Motion Picture Organizations were included as defendants in that suit, but the case ended with a consent judgment.

Judge Yankwich ruled that whatever restrictive practices existed were not the result of concerted action.

In concluding his statement, Schreiber referred to "a famous landmark motion picture anti-trust case," the 1939 request of Interstate Theatres that the distributors impose uniform clearances and admission prices by inserting the terms in their sales contracts. They did this.

The Justice Department sued and the court ruled identical restrictions were a "conspiracy."

Sees 'Palpable Violation'

"It should be perfectly apparent, then," Schreiber continued, "that in the face of the Interstate Circuit case and the recent Government prosecution relating to television, for the President of the Association (Johnston) to 'persuade' each of the member distributing companies to impose a similar restriction in licensing its films to television would be a palpable violation of the anti-trust laws.

"The exhibitor associations that have turned to you with the request that you act in this manner need only go to the Department of Justice to learn from the Department how it regards their conduct in so addressing you and what would be the consequences of your conduct to them and to the distributing companies if you heeded such a request."

Rorex for 'Retaliatory Measures'

In his letter to Johnston Dec. 12 Rorex stated it was the opinion of the entire membership of Texas COMPO that "retaliatory measures" were necessary to combat the misleading ads of television stations on their old films. He appealed to Johnston to give him permission to state that the pictures would not be available for television within ten years.

While waiting for Johnston's reply the Texas organization outlined a plan for combating television advertising.

It so happens that Karl Hoblitzelle and Robert J. O'Donnell, president and vice-president and general manager of Interstate Theatres, respectively, are members of the executive board of Texas COMPO, and O'Donnell is also co-chairman with Col. H. A. Cole.



RKO Tele. Signs Deal

The final signing of papers to transfer ownership of radio station WGMS in Washington, D. C., from the Good Music Station, Inc., to RKO Teleradio took place in Washington late last week. With this acquisition, RKO Teleradio brings its radio holdings to seven stations.

Television Today

IN OUR VIEW

THE National Association of Radio and Television Broadcasters last week offered a year-end roundup on television progress, making the interesting point that the medium in 1957 completed its first decade of full-scale development. Probably in no instance in the tremendous scientific and mechanical history of man has there been such rapid progress, has a device so captured and enraptured the public fancy, as has the newest of communications media.

•

That the next decade in the progress of this blossoming young giant is wide open and heavily laden with potential appears obvious. But with that potential goes an equally full measure of responsibility, which is of the deepest significance to the future of the medium and the industry which nurtures it. The importance of that responsibility quotient is illustrated readily in a report, cited by the NARTB, from Dr. Paul Witty, professor of education at Northwestern University, based on a continuing eight-year study of the reactions to TV of elementary and high school pupils, their teachers and parents.

Noting the vast skepticism with which the medium was greeted in its earliest days, Dr. Witty said that today "more parents and teachers accept television as a part of our design of living. They cite problems less frequently and indicate that many children actually appear to read more because of interests awakened by TV offerings." Therein, let us emphasize, lies the obvious responsibility of the television industry. Let not this newly won confidence be misplaced. Let not the industry double-cross those children, those teachers or those parents who have come to repose a large measure of trust in the medium, or the consequences will be dire indeed.

•

It is of further interest to note in the NARTB report that summarizations of recent surveys have tended to indicate unmistakably that the vast body of television set owners and viewers favor the retention of free commercial television rather than any form of subscription TV. Of course, in the final analysis, this vexed question of toll vs. free television will be decided, as these things always are, by the public, that nameless, shapeless, rather haphazard body of humanity which has a remarkable ability to make its presence, its likes, especially its dislikes known in vivid terms.

And, with respect to television's responsibilities and the meeting of them, there has been this past year a heartening increase in the amount of public service programming which networks have offered. Likewise individual stations among the 500 now operating across the face of the nation have come to realize the essential character of public service work and have devoted numerous hours of program time to the betterment of the communities in which and from which they exist.

Indeed the television industry has done well and achieved mightily in many respects during the 10 years just completed, but at the same time there are other areas in which much yet needs to be done to even scratch the surface of television's amazing and exciting potential. There is, too, the necessity for a constant alertness that there be no retrogression, that the advances thus far recorded be not transformed unwittingly into demerits.

—Charles S. Aaronson

TV's Aid to Actors Cited

By SAMUEL D. BERNS

HOLLYWOOD, Jan. 5.—The autograph seekers are now crowding the artist entrances to network TV studios, instead of trying for signatures at the major film plants. The reason for this: "There are more motion picture personalities answering the call for live television work than ever before—for the opportunity of being re-discovered," was the explanation offered by Martha Hyer.

Miss Hyer, recently named one of the Ten Top Stars of Tomorrow in Motion Picture Herald's annual poll of exhibitors, took a lunch break from rehearsal of the Playhouse 90 presentation of "Reunion" at CBS-Television City to discuss the basic reason for a film player to appear on live TV.

'U' Pact Is Exclusive

The money question was ruled out, since she disclosed the fact that she is under an exclusive yearly contract to Universal-International, who keeps all of her earnings on loanouts to TV and other film producers.

Viewing television as the speediest means of discovering "hidden" talent, she paid tribute to U-I for permitting its contract players to appear on shows which give them an opportunity to display the range of their ability.

Matson, Rubin Named

George D. Matson, controller for the National Broadcasting Co., has been elected vice-president and treasurer by the NBC board of directors, Robert W. Sarnoff, president, announced at the weekend. At the same time, Matson announced the appointment of Aaron Rubin, assistant controller, as NBC controller. Matson succeeds Earl Rettig, who recently was elected president of California National Productions, Inc.

an open letter to exhibitors from 20th about

TOMMY SANDS

We at 20th have just seen a rough cut of a new motion picture, SING BOY SING. It is the sensational beginning of the screen career of the new singing idol, TOMMY SANDS, who is destined to become a top star attraction throughout the world.

I feel it my duty to urge strongly that you see TOMMY SANDS in SING BOY SING before you book the picture. In these days when we are all fighting hard for every boxoffice dollar the market can produce, I firmly believe TOMMY SANDS in SING BOY SING is pure gold for theatres everywhere. It has been produced and directed in CinemaScope by Henry Ephron from a screenplay by Claude Binyon in the same tradition with which 20th launched Elvis Presley and Pat Boone in pictures. Lovely Lili Gentle and Edmond O'Brien are the co-stars.

Our publicity and advertising departments will give it all-out promotional support. Speaking for all of us, I want you to SEE THIS SHOWMANSHIP OPPORTUNITY FOR YOURSELF, and prints will be in our exchanges soon. This is the kind of merchandise which can become a smash hit through the combined efforts and enthusiasm of all of us.

Sincerely,

ALEX HARRISON
General Sales Manager





All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 83, NO. 4 NEW YORK, U.S.A., TUESDAY, JANUARY 7, 1958 TEN CENTS

2.44 Per Share

Disney Annual Net Rises to Record High

et Income $3,649,359; ilm Rentals up $519,518

From THE DAILY Bureau

LOS ANGELES, Jan. 6—Consoli- ted net profit of Walt Disney Pro- ctions for the fiscal year ended ptember 28, 1957 rose to a record gh, President Roy O. Disney said lay in his annual report to share- lders.

For the 1957 fiscal year, net income .s $3,649,359 equal to $2.44 per are on 1,494,041 common shares tstanding. This compares with the evious year's net income of $2,623, 1 equal to $2.01 per share on the 305,680 shares outstanding on Sep- nber 29, 1956. The increase in

(*Continued on page 4*)

V. J. Turnbull Elected New President of NTS

William J. Turnbull, executive ce-president of National Theatre pply Co., has been elected presi- nt of this sub- diary of Gen- al Precision quipment Cor- oration, it was nounced yes- rday by Her- ann G. Place, resident and airman of the oard of the rent com- ny.



W. J. Turnbull

Turnbull suc- eds Walter E. reen, who re- ed after 31 years as president of

(*Continued on page 5*)

Television Today page 4

Zukor, 85 Today, Certain Industry Ingenuity Will Solve Problems

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 6.—"Industry imagination and ingenuity will provide us with solutions of our economic problems in 1958," Paramount board chairman Adolph Zukor said today at the conclusion of MOTION PICTURE DAILY's annual birthday interview with the founder of his company. He will be 85 years of age tomorrow.



Adolph Zukor

In this space a year ago the founding father of Paramount Pictures had predicted, "The year 1957 will be a better year for the motion picture industry than 1956 was," but the year had let him down. Today he packaged it with the four preceding years in this observation: "For the past five years the industry has been moving forward artistically and technologically faster than ever before in

(*Continued on page 5*)

8th Catholic Communion Breakfast Set Jan. 26

The eighth annual Communion Breakfast for Catholics in the motion picture industry will be held January 26 in the Grand Ballroom of the Waldorf Astoria following Mass at 9 A.M. in St. Patrick's Cathedral.

Principal speakers at this year's affair will be the Rev. Thurston M. Davis, S. J., editor of America, national Catholic weekly review, and Cathy O'Donnell, motion picture and television star.

Tickets for the breakfast will be

(*Continued on page 4*)

Insert Nude Footage In 'Gun Fever' Abroad

By SAMUEL BURNS

HOLLYWOOD, Jan. 6—Declaring a daring precedent, in their current bid for greater foreign returns, Harry Jackson and Sam Weston, a new producing, writing and directing team, screened for trade press reviewers special insert footage, which would be used only in the foreign market,

(*Continued on page 5*)

'Arms' Roadshow Plan Success; To Continue

Twentieth Century-Fox's saturation advanced price bookings for David Selznick's "A Farewell to Arms" have proved so successful in their first try in the Los Angeles area that they will

(*Continued on page 2*)

PCA Certificates to 378 Features In 1957; Increase of 65 over '56

From THE DAILY Bureau

HOLLYWOOD, Jan. 6.—The Production Code Administration issued certificates to 378 features during 1957, compared with 313 in 1956, a spokesman disclosed today. The total includes 118 features produced and released by Motion Picture Association members; 188 produced by non-members but distributed by members; and 72 produced and released by non-member companies. Member companies made 17 abroad; 63 were filmed overseas by non-members; and 14 were made abroad and distributed by non-member companies.

PCA had 383 scripts submitted to it in 1957, compared with 370 the preceding year.

Thurmond in New Move To Delay Pay-TV Action

From THE DAILY Bureau

WASHINGTON, Jan. 6—Sen Strom Thurmond (D., S. C.) is considering asking the Senate Commerce Committee to call on the Federal Communications Commission to delay still

(*Continued on page 4*)

Over Nation

Theatre Gross Uplift Shows Staying Power

'Big' Attractions Drawing Steady Lines of Customers

Reports received from MOTION PICTURE DAILY correspondents over the nation yesterday furnished further strong evidence that the new year has brought a decided up-lift at theatre box offices. Exhibitor morale is higher than it has been in recent months, the reports indicated, spurred on by the encouraging response to the "big"

(*Continued on page 6*)

Whitney Names Green Administrative Assist.

C. V. Whitney yesterday announced the appointment of George D. Green to a key position as his administrative assistant following a reorganization of the production department for C. V. Whitney Pictures. Whitney's move followed the resignation last

(*Continued on page 5*)

Boston Exhibitors Blame TV for Business Dip

Special to THE DAILY

BOSTON, Jan. 6. — Exhibitors in suburban and second-run theatres in this area today put the blame on several big feature films on television for a sharp dip in grosses yesterday afternoon. At 2 P.M. Channel 4 showed the United Artists pictures, "Red River" and "Suddenly," which had been widely advertised in local newspapers with full page ads starting the Monday before. During the week Channel 4 took 10-minute spaces to give a biographical sketch of John Wayne, star of "Red River."

At 1 P.M. on Channel 7 yesterday this territory was shown its first M-G-M film on TV, "30 Seconds Over Tokyo," which was followed by "The Ox Bow Incident," a 20th-Fox release.

PERSONAL MENTION

LEOPOLD FRIEDMAN, president of Loew's Theatres, will return to New York today following visits to key cities between here and the Coast.

•

A. MONTAGUE, Columbia Pictures vice-president in charge of distribution, and RUBE JACKTER, general sales manager, will leave New York today for Pittsburgh.

•

B. G. KRANZE, vice-president of Stanley Warner Cinerama Corp., will leave here today for Syracuse.

•

BURTUS BISHOP has arrived in New York from Chicago to take up his new duties as assistant general sales manager of M-G-M under JOHN P. BYRNE.

•

IBRAHIM TALHAMI, Middle East film agent, has arrived in New York from Beirut.

•

NAT COHEN, director of Anglo-Amalgamated Productions, Ltd., will return to London from New York today via B. O. A. C.

Einfeld to Chicago To Plan 'Arms' Opening

Charles Einfeld, vice-president of 20th Century-Fox, will leave here by plane on Thursday for Chicago, where he will formulate final plans for the opening, on Jan. 23, of David O. Selznick's "A Farewell to Arms," which will be held at the Oriental Theatre.

Eddie Solomon, assistant exploitation director, is already in Chicago directing a special field force in the preparation of the campaign.

Friedman Sets Canadian Public Relations Office

Chester W. Friedman, advertising, publicity and exploitation director for MGM Pictures of Canada, Ltd., for the past four and one-half years, has left that company and is establishing his own public relations office in Toronto.

In New York this week to confer with accounts, Friedman said his new organization will represent general industrial clients as well as any everything in the entertainment field. Friedman held a variety of executive posts with national theatre circuits and was in charge of the Managers Round Table section of Motion Picture Herald for a number of years before joining MGM in Toronto.

'Arms' Policy

(*Continued from page 1*)

be duplicated throughout the United States.

According to an announcement made here yesterday by 20th-Fox, the new plan not only enables the city flagship theatre to do good business, but also allows the suburban theatre, playing day and date, to do five to ten times its normal business.

20th's decision to duplicate the unique exhibition pattern of "Farewell" in other parts of the country is based on several reasons, the company said, especially "the fact that a year's gross can be obtained in a three month period since 4 weeks in eight theatres is equal to a total of 32 weeks or eight months business at a single theatre." This new system, according to 20th-Fox, makes "obsolete" the present established clearance system involving a two to six week waiting period for the neighborhood theatre after the city engagement, with the "beneficial results to the independent producer and the major company getting its money back much, much quicker."

Sees Publicity Charged Fairly

20th also feels that the film's advertising-exploitation publicity campaign is amortized "fairly and efficiently," spread-out as it is over the unit playing the picture, rather than being charged to one theatre. The psychological effect of paying advanced admission prices at neighborhood theatres is also considerably lessened when the public is aware that it is getting the same product day and date as it would get downtown. In Los Angeles, $2 was the advanced admission price in the case of "Farewell."

After playing a minimum of 4 weeks at the 8 Los Angeles area theatres, "Farewell" will continue its run at four of the eight theatres for an indefinite period following its initial engagement.

Skouras, Silverstone to U.K. for Product Talks

Spyros P. Skouras, 20th Century-Fox president, and Murray Silverstone, 20th-Fox International president, will leave here by plane today for London, where they will confer on forthcoming openings in Great Britain.

Under discussion will be 20th's two big holiday attractions, David O. Selznick's "A Farewell to Arms" and Jerry Wald's production of "Peyton Place" and forthcoming releases, "The Gift of Love," "The Long, Hot Summer" and Al Lichtman's "The Young Lions."

Perkins Cites Up Trend In Theatre Business

Special to THE DAILY

ANAHEIM, Calif., Jan. 6—There is a definite up trend in theatre business, according to C. S. Perkins, general manager of Altec Service Co., who has also been elected vice-president of the service company's parent group, Altec Companies, Inc. "Better theatre products, new techniques in sound, and modernized release policies have created new markets for the industry," the theatre equipment veteran pointed out.



C. S. Perkins

Perkins began his career as a service engineer with Western Electric's ERPI in 1929. When the Altec Service Co. was formed in 1937, he became supervisor of engineering, a post he held until World War II. During the war he served as manager of Altec's Electronics Division which was engaged in work for the Navy in Massachusetts.

After the war Perkins became commercial engineering manager in Altec's New York office. He then moved to eastern division manager and from there to operating manager of Altec Service nationally. Last year he became company general manager.

In addition to his duties as vice-president Perkins will continue to serve as chairman of the Altec Service Management Committee to which he was elected in July 1957.

Music Hall Story Told In Current SEP Issue

The story of Radio City Music Hall, currently marking its 25th anniversary, is the subject of a four and one-half page article, illustrated with numerous photographs in color, by Joe Alex Morris in the current Saturday Evening Post.

Production of the Music Hall's lavish stage spectacles, made possible by its unmatched permanent facilities, equipment and technical and crafts personnel, is described at length in the article.

Morris reports that in 1946 the theatre, under the direction of Russell Downing, president and managing director, set a world's attendance record of 7,108,000, and in 1956 it grossed about $7,500,000.

The Music Hall 25-year story also was told in a special anniversary section in MOTION PICTURE DAILY on Dec. 27, the fifth such Music Hall anniversary number published by the Daily.

SEC Reports Trading Heavy in N.T. Stock

From THE DAILY Bureau

WASHINGTON, Jan. 6 — A series of transactions over the past year by National Theatres director B. Gerald Cantor, involving acquisitions of the company's common stock, resulted in these current holdings, according to the latest monthly summary of such transactions issued by the Securities and Exchange Commission: 69,000 shares in his own name, 5,000 in the name of Jay Stewart, Inc., 10,000 in the name of Cantor & Douglas, and 1,000 in the name of First Nevada Corp.

November transactions in National Theatres stock included the purchase of 500 shares by Peter Colefax, who now holds 2,500; and of 200 shares by Alan May, to raise his holdings to 1,000.

Decca Records in November increased its holdings of Universal Pictures common to 754,885 shares by the purchase of 2,800 shares.

Roy Disney Buys

Other transactions covered by the report included: acquisition of 100 shares of Walt Disney common by Roy Disney, to bring his holdings to 101,577 shares; purchase of 800 shares of Allied Artists common by G. Ralph Blanton, to raise his holdings to 49,425 in his name and another 2,200 in his wife's name. Two purchases of the same stock by Sam Wolf, totaling 1,500 shares, brought his total to 15,950, while W. Ray Johnson bought 300, and now owns 301.

Samuel J. Briskin acquired his first 500 shares of Loew's common, and Francis W. Hatch his first 100, the report disclosed. Arthur Levey, in three private transactions last year, reduced his holdings of Skiatron Electronics & Television Corp. common by 40,900 shares to 366,531 shares.

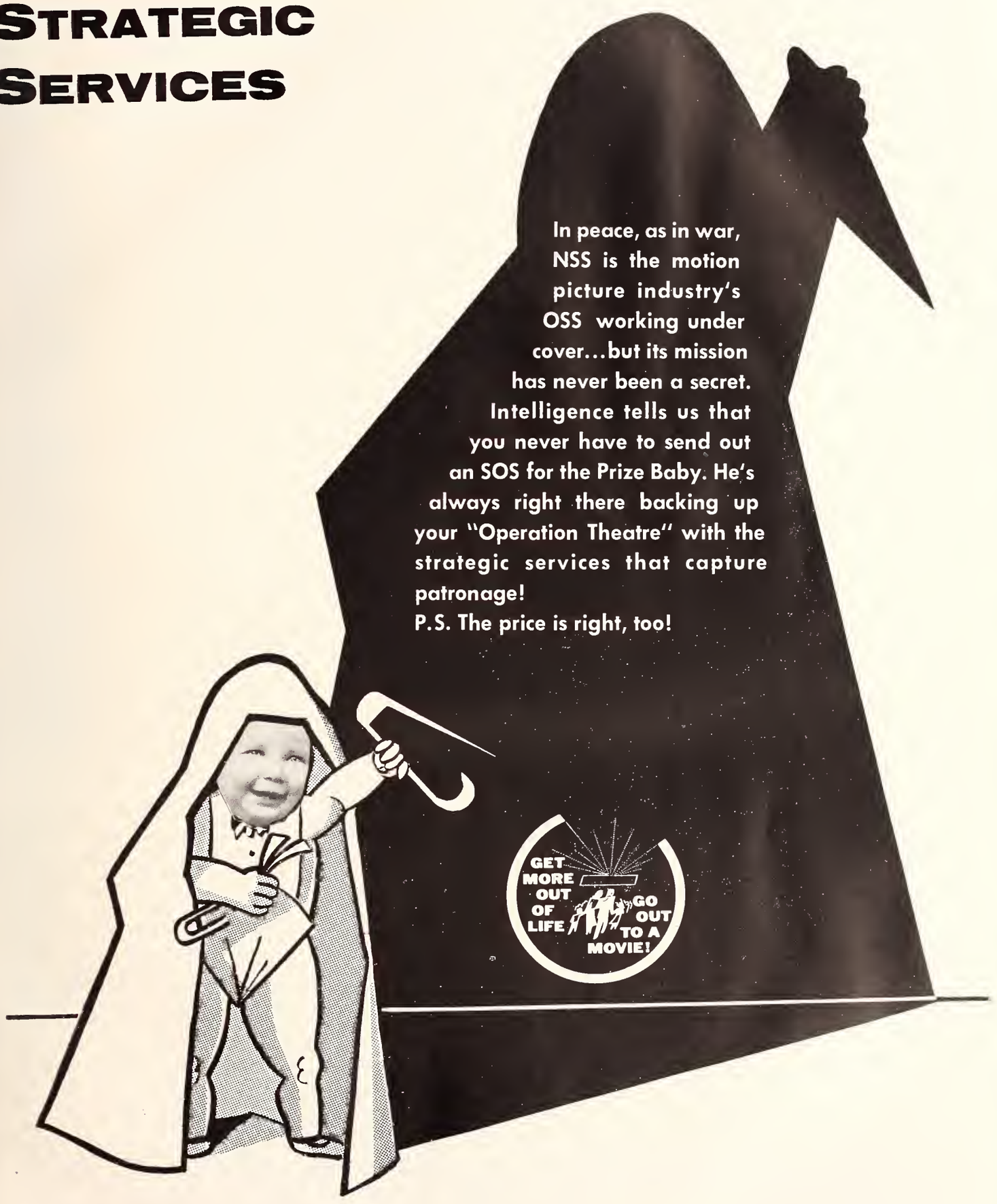
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OFFICE of STRATEGIC SERVICES



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Television Today

Sen. Thurmond

(*Continued from page* 1)

munications Commission to delay still further any action on subscription television.

The FCC said it would start processing toll-TV applications after March 1. An assistant to Senator Thurmond, who has introduced a bill to ban toll-TV, said the senator was doubtful that legislation could be pushed through Congress in time to halt the commission. He said Thurmond might try instead to have the committee, of which he is a member and which has jurisdiction over the commission, approve a resolution calling on the FCC to hold off any toll-TV action until Congress has a chance to set an official policy on the matter.

FCC Approval Expected

It is believed the Commission would respond to such a resolution approved by the Commerce Committee but it is not certain that Thurmond can get such a bill through the committee. Chairman Magnuson (D., Wash.) has said that he is in favor of giving toll-TV a trial.

In the meantime, additional groups have asked the House Commerce Committee for permission to appear at its toll-TV hearings which will be held for three full days starting next Tuesday. Among them were the Veterans of Foreign Wars, the Jewish War Veterans, the Catholic War Veterans, and the ACT.

ABC Affiliates Meet In Miami Beach Today

Special to THE DAILY

MIAMI BEACH, Jan. 6—Managers of American Broadcasting Company owned-and-operated television stations and the board of governors of the ABC Television Affiliates Association will meet with executives of the ABC Television Network here tomorrow, Wednesday and Thursday at the Balmoral Hotel.

Among those who will attend from the network are Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.; Oliver Treyz, vice-president in charge of ABC Television; James T. Aubrey, Jr., vice-president in charge of programming and talent; and Thomas W. Moore, vice-president in charge of sales.

Affiliate Group Will Attend

Members of the ABC Television Affiliates Association Board of governors attending will include Fred Houwink, WMAL-TV, Washington; Joseph Hladky, KCRG-TV, Cedar Rapids; Joseph Bernard, KTVI, St. Louis; Donald Davis, KMBC-TV, Kansas City; and Joseph Drilling, KJEO-TV, Fresno, Calif.

Among those attending from owned-and-operated stations will be James G. Riddell, WXYZ, Detroit; John H. Mitchell, KGO-TV, San Francisco; Sterling C. Quinlan, WBKB, Chicago; and Robert L. Stone, WABC-TV, New York.

Committee Nominates NTFC Officers for 1958

A list of nominees for officers of the National Television Film Council for 1958 has been forwarded to members by Waldo Mayo, chairman of the nominating committee.

The nominees are: president, Robert Gross; executive vice-president, William J. Reddick; executive secretary, Bernie Haber; general secretary, Sally Perle; treasurer, Lou Feldman; production vice-president, Hal Seeger; distribution vice-president, Sydney A. Mayers; agencies vice-president, Don T. Widlund; television stations vice-president, Edward Hamilton; technical services vice-president, Ralph Koch; membership vice-president, Joseph T. Dougherty; directors, John J. Schneider, Dr. Alfred N. Goldsmith, E. P. Genock, Waldo Mayo, Archie A. Mayers, Marshall G. Rothen, Dave O'Shea, Charles W. Carpenter, Donald Mack, Nicholas Farkas and Peter Keane.

RCA Raises Trade-ins On Color TV Receivers

The RCA Victor Television Division has started a dealers' campaign to promote color TV by offering increased trade-in allowances. The campaign will utilize cooperative advertising with dealers utilizing local newspapers, radio and television stations.

Christmas Sales Heavy

C. P. Baxter, vice-president and general manager of the division, says the campaign was prompted by the heavy sales of color sets before Christmas. Experience has shown, says Baxter, that two out of three sales of color sets are caused by the recommendations of owners.

Kleiner, Hudson Elected As Directors of NTA

Two new members have been elected to the board of directors of National Telefilm Associates, Inc., Ely A. Landau, chairman of the board and chief executive officer, has announced. They are: Burt Kleiner, associated with the investment firm of Cantor, Fitzgerald & Co., Inc., and William H. Hudson, a business executive, with oil interests.

They take the places of B. Gerald Cantor and Jack M. Ostrow, who resigned because of conflicting business interests connected with the film business.

Disney's Annual Net Rises

(*Continued from page* 1)

shares outstanding reflects the sale of 186,526 shares of common stock and the exercising of subscription warrants for 1,835 shares.

Included in the past year's profits were earnings of approximately 35 cents per share from Disneyland, Inc., owner and operator of Disneyland, the park, for the three months of July, August, and September, 1957. The report stated that had the entire year been consolidated, the total earings to Walt Disney Productions from this source would have approximated 45 cents per share, pointing up the seasonal earning period for the park.

Holds 65% of Disneyland

Prior to fiscal 1957, Walt Disney Productions had not consolidated the accounts of Disneyland, Inc. with its own. On June 29, 1957, the company exercised all its options to purchase an additional 31.04 per cent of the common stock of Disneyland, Inc. The company's stock holdings now total 65.52 per cent of Disneyland, Inc.

Total gross income for the year amounted to $35,778,242 as compared with $27,565,394 in 1956. Gross income from Disneyland, Inc. amounted to $6,001,611. Film rentals were $15,574,260 up $519,518 from last year's $15,054,742. Television income rose to an all-time high of $8,810,571, an increase of $1,813,68 over last year's $6,996,890. Publica tions, character merchandising, musi and records combined to gross $5,39 800 down slightly from last year record high of $5,513,762.

Television income for the 1957 fi cal year was substantially domesti revenue, Disney said, and althoug foreign revenues increased fro $65,512 in 1955 to $429,417 in 195 it should be some time before tele vision in foreign countries will pro duce its expected potential revenu Anticipated foreign television revenu for the coming year is expected to ap proximate $1 million, he said.

Optimistic Regarding Future

Looking ahead, Disney said th company's unique and diversified ac tivities aid it in continuing to do fin business in the face of otherwise diffi cult times for the motion picture in dustry. Television, especially, he said helps in bringing the company's pro ducts to the attention of the publi at large and as TV continues to grow the effects of television will be eviden in other countries in all parts of th world.

Communion Breakfast

(*Continued from page* 1)

distributed this week by members of the sponsoring committee in each company office. Members of the committee are:

John W. Alicoate, Film Daily; J. F. Arnold, Pathe Laboratories; William E. Barry, Shea Enterprises; Marguerite Bourdette, Paramount; Frank Bryan, Skouras Theatres; Frank E. Cahill, Jr., Warner Bros.; Francis X. Carroll, 20th-Fox; John Confort, Jr., Confort & Co.; Robert W. Coyne, Compo; Thomas Crehan, RKO Theatres; John Dervin, Allied Artists; Albert A. Durvea, Consolidated Film Industries. Also James M. Franey, United World; Joseph M. Geoghan, Century Theatres; Agnes Mengel Grew, Paramount; William J. Heineman, United Artists; Walter F. J. Higgins, Associated Prud.; Alexander E. Horwath, Stanley Warner; John Hughes, United Artists; James David Ivers, Quigley Publishing; James J. Jordan, Universal; John Kane, Screen Gems; Mrs. James F. Looram, Int. Federation Catholic Alumnae; Fred L. Lynch, Radio City Music Hall; Thomas J. Martin, Warner Bros.; Joseph A. McConville, Columbia; Joseph McMahon, Republic; Paul C. Mooney, Sr., National Screen.

Also James A. Mulvey, Samuel Goldwyn Prod.; John F. Murphy, Loew's Theatres; Thomas Murtha, IATSE; L. Douglas Netter, Jr., Todd-AO; Paul D. O'Brien, O'Brien, Driscoll & Raftery; Robert H. O'Brien, MGM; John J. O'Connor, Universal; Thomas F. O'Connor, RKO Theatres; Daniel T. O'Shea, RKO Radio Pictures; Edward K. O'Shea, Magna Corp.; Martin Quigley, Quigley Publishing; Edward C. Raftery, O'Brien Driscoll & Raftery; Charles M. Reagan; Thomas E. Rodgers, Trans Lux George J. Schaefer; Spyros S. Skouras Skouras Theatres; Edward E. Sullivan 20th-Fox; Nick Tronolone.

Also Frank C. Walker; Richard F. Walsh, I.A.T.S.E.; William A. White Skouras Theatres; Floyd Webe Columbia; Marty Wolf, Altec Service

New Film Deal with India Is Completed

A new film agreement which wil see from 200 to 250 American pro ductions imported annually has bee reached with the Indian government following successful negotiations o the part of Eric Johnston, Motio Picture Export Association president and the Indian Minister of Finance i Washington, D. C.

Previous Records to Govern

The new agreement, according t an MPEA spokesman here yesterday was reached "equitably" and insure American film companies against th exorbitant import difficulties witl which they were faced by the India government earlier this year. Th number of films which each America film company will be allowed to im port into India will depend upon thei previous records in that country.

Seattle Exhibitor Dies

SEATTLE, Jan. 6—G. B. Walker co-owner of the Moore Theatre here is dead. A native of Seattle, he wa associated with the company sinc 1921 and retired in 1952.

PEOPLE

Albert Fisher, who for many years as been active in the tax field for oew's International, has been named ssistant to **Henry Krecke,** treasurer the company.

□

Edgar A. Manning, Jr., with Bankrs Trust Co. since 1945 and an asstant vice-president since 1950, has een named to head the organization's musement Industries Group. He succeeds **Herbert L. Golden,** who reently resigned to become a director nd vice-president of United Artists.

□

Charles Okun, theatre representave for the Coca-Cola Co., and **Mrs. kun,** are celebrating their 35th wedding anniversary at Bal Harbour, Fla.

□

Steve Broidy, president of Allied rtists, has returned to his office after onvalescing from injuries received in utomobile accident at Palm Springs n Oct. 18th.

□

Valentine Davies, chairman of the nnual Academy Awards committee, as announced the appointment of erry Wald as general director of the 0th annual awards program.

Nude Footage

(*Continued from page* 1)

nd integrated into their initial United rtists release, "Gun Fever."

The footage, shown in advance of he domestic release print, depicts an ndian girl disrobing to take a bath n a nearby lake. It then shows her in he nude at a distance as she walks ack to put on her clothes. Her buttocks are exposed as she wiggles her vay back into a tight fitting skirt.

Jackson claims that he made this ootage at a cost of $2,700 without anction of banks or United Artists uthority and at a risk of going over he very modest budget of the film, reported at well under $200,000.). ollowing a screening for UA executives, Jackson reported further that rnold Picker, UA vice-president in harge of foreign distribution, not nly voiced his approval of integration f the footage, but predicted it would ncrease its foreign earnings by 300,000.

Jackson also referred to this as appealing to more mature audiences n Europe."

The team of Jackson and Weston ave a three picture deal with UA, nd plan to make four films this year.

Zukor Confident of Industry's Ingenuity

(*Continued from page* 1)

its history, but it has been going in the opposite direction economically. You have only to look at that state of affairs to know that we're in trouble. Then the question becomes, 'what are we going to do about it?' "

The Zukor answer to the Zukor question is not a simple outline of ways and means. It is not a formula, a panacea, or a do-it-yourself diagram. It is not just pay-television either, although this figures most prominently in his enumeration of expectations, and when he has canvassed the possibilities and the likelihoods of tomorrow, as they look to him today, he has closed no doors against such alternatives as natural recovery by sheer superiority of entertainment quality.

The pioneer executive comes up to his conclusions about the present and future of the medium to which he has devoted 55 years of fully rounded experience by way of a parallel and a precedent that date back to the 19th century.

Points to Automobile

The parallel he draws is between the automobile, so warmly despised by the American farmer that, in its beginning, he scattered nails in the roadway to puncture its tires and maintained mud puddles to bog it down. It took a long while, he recalls, for the farmer to learn how much time he could save, how much convenience he could enjoy, how much distance he could erase, by buying the automobile instead of throwing rocks at it.

The precedent he names is the stage theatre of roughly the same period, the town or city Opera House that played the road companies touring the country, as they came to town, and closed up between troupes. "If a theatre manager could get 35 or 40 good shows to play his house in a year, in those days, he had a highly profitable operation going for him." You ask him whether a motion picture exhibitor advantageously located could operate a theatre in the same manner today and he says, "No — it's a totally different economic climate — a new business world — you have tax situations, employment requirements, property-value considerations, that are different than they were in those days. No exhibitor can live on 35 or 40 pictures a year today."

Recalls Nickel Raised to Dime

Like the automobile, and like the Opera House, he says, "The motion picture has come a long, long way from its beginning. I used to own several nickelodeons, back in the late 90's, and they were full all of the time, with people paying a nickel to see a single reeler or two. I changed pictures two or three times a week, and they kept coming in, but I noticed that most of them didn't seem to notice any difference between the Monday program and the Thursday program. This was when I decided something needed to be done to raise the price from a nickel to a dime, and I felt this could be done with a picture that would tell a story."

First Feature Cost $60,000

He continues, "When I made the first story picture that cost $60,000 to produce, everybody told me it had to lose money. Exhibitors were playing pictures on flat rental only, and at a nickel admission that would not permit them to pay higher prices for pictures. But it turned out that people would pay more for the $60,000 picture, and so it made out very well. You know what has happened to admission prices and production costs since that beginning."

The position of the farmer with respect to the automobile at the beginning of the present century is directly comparable, as the Paramount board chairman sums it up, to that of today's exhibitor with respect to pay-television. It is a new thing, a new factor in his way of life, and it will undergo change, on its own part, and adapt itself to its place in the entertainment world, but it will not go away, and maybe the exhibitor who attempts to hinder its progress should set about utilizing it to his own advantage rather than allow it to pass into other uses." The automobile was a sign of progress, and so is pay-television," in the Zukor view.

Sees New Era in Offing

The position of the stage theatre manager with respect to the motion picture that drove the road companies from the road is directly comparable, he points out, to that of the exhibitor who, in today's scheme of things, as Adolph Zukor analyses it, may very well be coming to the close of a phase of theatre operation which required a large number of small pictures to maintain a frequent-change policy, and to the beginning of a phase which requires a smaller number of much larger pictures, probably to be made available in the largest theatres and on pay-television, with the little theatres left to their own devices.

Discusses Pay-TV

"I have given a great deal of thought to pay-television," the industry's elder statesman says, "and I have no doubt whatever that it will come into full use. I do not know what particular system or style or type of pay-television will emerge as best (Telemeter, Inc., is a Paramount subsidiary) but eventually there will be a way for a studio to send its pictures, at a proper price, into the homes of the public. The price need not always be the same; it can vary upward or downward, according to the program offered, but it will prove out, in time, to be the right price for the picture presented, or else that picture will fail in the home just as it would fail in the theatres. The family audience, on which the motion picture used to depend primarily, doesn't come to the theatre any more.

Predicts 'Biggest Audience'

"It costs too much, when all side costs are paid, unless some very special attraction, such as 'The Ten Commandments', is to be seen in the theatre exclusively. Other than in such cases, the family audience is now the home audience, and pay-television is a new medium by which we can reach that biggest of all audiences."

Whitney Names Green

(*Continued from page* 1)

weekend of Patrick Ford, as vice-president in charge of production for Whitney Pictures, and the departure of Lowell Farrell who functioned as Ford's associate producer and production chief.

A veteran writer-producer-director, Green will supervise final editing and scoring on "The Young Land," third production in Whitney's American Series, before the Technicolor film is turned over to Buena Vista for release this summer.

Turnbull Elected

(*Continued from page* 1)

the theatre equipment distributing firm.

Joined Company in 1933

Turnbull, who rose through the ranks, began his career with NTS in 1933 and has held many important positions during his rise in the company. He was successively branch manager, sales promotion manager and vice-president. He was elected executive vice-president in July of last year.

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Theatre Gross

(*Continued from page 1*)

attractions currently making the rounds.

CLEVELAND, Jan. 6 — The big Christmas week boom at downtown theatres here is holding over with the result that even rain and heavy snow did not keep people away. "Peyton Place," "Sayonara," "Sad Sack," "Don't Go Near the Water" and "The Enemy Below" were all termed "sensational." Increased admission prices ($1.50 for "Peyton Place" and "Sayonara") discouraged few.

NEW ORLEANS, Jan. 6—First-run theatre business took a decided jump here New Year's Eve with the opening of three topnotch pictures and two blockbuster holdovers. Even the competition of a carnival season preview and the annual Sugar Bowl spectacle did not hurt, attracting as they did thousands of visitors to the Crescent City.

"Sayonara" at the RKO Orpheum is doing "excellent" business, according to manager Asa Booksh. Business is much better than that of Christmas week. "Don't Go Near the Water" also opened to a flying start at Loew's. "Raintree County," holdover at the Panorama, and "Tarnished Angels" at the Joy continue to attract capacity crowds.

LITTLE ROCK, Jan. 6 — Theatre business during the year-end holiday season compared favorably with attendance records of last year. New Year's attractions included "Kiss Them For Me," "Sad Sack," "Don't Go Near the Water," "Sayonara," "Pal Joey," "Legend of the Lost" and the re-issue of "For Whom the Bell Tolls."

PORTLAND, Ore., Jan. 6—With the advent of a better selection of features during the last two days, box office receipts have jumped to some 20 per cent above normal. Outstanding was "Raintree County" at Parker's Broadway, with business almost 50 per cent more than in recent weeks.

Managers are now more optimistic for much better business during the first quarter of 1958. Introduction of the new Cinemiracle process at one of Fox-Evergreen's three theatres here shortly is expected to give the local film scene a further boost.

MIAMI, Jan. 6—Theatre business in the Miami and Miami Beach area reached a new high for the holiday period. "The Ten Commandments," "Sayonara," "Peyton Place" and "Raintree County" were all held over due to the big box office demand.

CHICAGO, Jan. 6 — New Year's Eve and New Year's Day bolstered downtown theatre business here considerably. The highest gross by far was recorded at the Chicago Theatre, where "Sayonara" earned $75,000 during the holiday week, helped a great deal by a $2.20 top admission.

During the holiday week, "Old Yeller" grossed $35,700 at the State Lake and "Don't Go Near the Water" $37,200 at the United Artists, both at slightly increased admission scales. "Legend of the Lost" grossed $45,500 at the Woods Theatre and "And God Created Woman" $26,000 at the Loop, both considered "excellent."

There were no admission increases at outlying theatres this year, and business was reported as being on a par with previous years.

"Peyton Place" continued to sustain a strong pace here over the week-end, spearheaded by a $68,799 week-end at the Roxy Theatre here, 20th Century-Fox reported yesterday.

The other typical week-end figures were: Memorial, Boston, $18,278; Fox, Philadelphia, $21,392; Fox, Detroit, $25,955; and State, Minneapolis, $11,769.



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REVIEW:

The Missouri Traveler

Whitney—Buena Vista

HOLLYWOOD, JAN. 6

"THE MISSOURI TRAVELER" is the second picture in C. V. Whitney's American Series in which "The Searchers," one of the most successful dramatizations of the Old West ever produced, was the first. The Whitney objective in selecting subjects for his American Series is, as he has stated it, to provide the world at home and abroad with a correct knowledge and understanding of the American civilization, its beginnings and development, and of course to provide interesting and profitable entertainment at the same time. His second subject, a novel by John Burress, is a story about the Missouri of the era between the presidency of Theodore Roosevelt and the outbreak of World War I.

It does not deal seriously with the Missouri of its period, and doesn't deal altogether humorously with it either. Instead it undertakes to shuttle back and forth between a wholesome little story about a runaway boy and some folks who befriend him, — the plot on which the pictured events are strung — and a host of caricatured fellow-citizens such as never existed anywhere save in the latter-day Sennetts, the sometime Preston Sturgesses, and in comic-strips of varying authorship. This shuttling from sheer homespun to outright slapstick and back again, with the straight characters and the buffoons sharing some of the sequences uncomfortably, largely dispels the sought illusion of reality and minimizes the impact of the basic story.

The screenplay by Norman Shannon Hall opens with Brandon de Wilde, an orphan who claims 16 years, being picked up on the road by Lee Marvin, the self-made agricultural overlord of the community of Delphi, a town of 1,500, and brought into the village. Here the boy is befriended by Gary Merrill, editor of the local newspaper, and by Paul Ford, operator of a restaurant that used to be a bar before the citizens led by Mary Hosford, maiden descendant of the Confederate hero whose statue adorns the Main Street, voted the town dry.

In a long series of small incidents the townsfolk back the small boy against Marvin's cruel but legal and instructive dealings with him, and the picture winds up, after a sulky race and a fist fight as long as the Farnum-Santchi scuffle but accompanied by background clowning, with everybody becoming friends.

Production is by Patrick Ford and direction is by Jerry Hopper. Running time, 103 minutes. General classification. Release, in February.

WILLIAM R. WEAVER

MPA Unit Meets Thurs.

Discussion of a successor to Oscar Doob, resigning coordinator of the motion picture industry's institutional campaign, will be one of the principal items of business at a meeting Thursday of the Motion Picture Association of America's advertising and publicity committee at the Harvard Club here. Institutional advertising and Academy Award telecast promotions will also be on the committee's agenda.

Book Revie

THE LIVELIEST ART: A pan history of the movies fro viewpoint of a friendly ob By Arthur Knight. The Mc Company. 384 pages. $7.50.

Arthur Knight is well knov his diligent interest in the r with perspective he has through a study of the past an ticipation in the present. Thus look ahead, as well as conte what has happened. And he do film industry a favor by procl our medium as "The Liveliest of seven that have been si classified.

His book is entertaining to and authoritative—as sweepin spirited history. He traces th veloping art of the motion p from the nickelodeon to the wide screen innovations. He s all began as a three-hour lect delivered at the University of M sota, where he didn't attempt h but highlights of artistic growth. followed his labor of love—a length book from a source th may consider as friendly and able. In these days of downbe can afford to appreciate our fr

The book is comprehensive, plete, from "The Growth Of A through "Changing Trends" to Shape of Things to Come." Th sufficient discussion of interna tendencies which shape our end like the forward-look better tha recital of our historic past, for personal opinion of this reviewe movies are depressing, and sin saw them all—long ago—we don to be reminded of how crude were.

He lists "100 Best Books on F and very frankly we don't b there were ever that many. But were trying to enumerate the best books on movies, then A Knight's "The Liveliest Art" win, place or show, among this g His book will please and satisf allied arts of stage, screen and dimensions, because it is predi in the past and far-seeing fo future.

Walter B

UA to Open Branch Office in Helsinki

United Artists will open a branch office in Helsinki, Finlan January 15, Arnold M. Picker, president in charge of foreign tribution, announced yesterday. new office will be under the s vision of Werner Dahl, who has appointed manager. He was for associated with Adams Filmi which has been handling UA pr in the territory for the past se years.

Picker said that UA will imme ly place in release in Finland a gram of more than 30 major pic

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 5 NEW YORK, U.S.A., WEDNESDAY, JANUARY 8, 1958 TEN CENTS

ITORIAL

te of Confidence

By Sherwin Kane

E all-industry business building ogram took a giant step forward sterday as it was given the unani- approval of the Motion Picture iation of America board of di- s.

nibitors marked time while some icers-distributors, more difficult rsuade than others, weighed the ntages of the program over vari- ther methods of business stimula-

is up to exhibitors now. How they raise toward the financing program, and how quickly they ble to do it, are the keys to the moves in getting the program way.

r every dollar raised by exhibi- distributors will contribute one. exhibitor contributions will de- ne what kind of a program there e, and when it will be begun.

•

sterday's action by the MPA is heartening because it is a nstration of the confidence of ction-distribution in the basic h of the industry. It comes at a when all of the MPA member anies are searching about for s of doing business more eco- cally, of conserving or increas- eserves and of operating in ac- with an industry economy that usly is in flux.

eir willingness to appropriate antial sums for the strengthening e boxoffice in the midst of all of pressures for retrenchment, s strongly of the faith of all of in the permanency and under- vitality of that boxoffice.

•

is evidence that, far from shy- way from a multi-million dollar nditure for business-building ad- sing and activities, the MPA ber companies are agreed upon l speed ahead program. They are nitted, too, to foot the bill alone he industry's first sponsorship of cademy Awards telecast, some- that should prove to be an im- nt business stimulant in its own

is the best news the industry ad in some weeks.

hibition has a real mark at which oot.

'Go-Ahead' by MPA Board To Business Building Plan

Next Move Is for Joint Meeting of Distributors, Exhibitors, COMPO; Montague May Set Date for Next Week

Approval of the proposed industry business-building campaign was given yesterday by the board of directors of the Motion Picture Association.

Next move on the plan, which has been under discussion for nearly 20 months, will come as soon as A. Montague can call a meeting of exhibitors and the Council of Motion Picture Organizations — probably next week. Montague is a member of the MPAA board and also the triumvirate of COMPO.

The plan, as approved, was the one outlined to the MPAA board recently by Paul Lazarus, Jr., chairman of the advertising and publicity managers

(*Continued on page* 3)

Paramount Product Supply 'Best in Recent Years'

With 11 major pictures completed and ready for release, and another 13 currently filming or being readied for production, Paramount Pictures reported yesterday it is starting 1958 with its most substantial product supply in recent years. Included is Cecil B. DeMille's production of "The Ten Commandments," which to date has had only special engagements.

SPG Asks Exhibitor Aid Against Films-to-TV

From THE DAILY Bureau

HOLLYWOOD, Jan. 7.—The Screen Producers Guild, which recently unilaterally denounced the sale of post-1948 features to television, today took steps toward marshalling the support of other guilds and from exhibitors in a campaign against such a "suicidal practice."

SPG President Samuel G. Engel invited representatives of the Screen Actors Guild, Screen Directors Guild, Screen Writers Guild, and Theatre Owners of America, to a dinner conference January 16. Si Fabian, Leonard Goldenson, Elmer C. Rhoden, Frank Ricketson, Jr., Sol Schwartz,

(*Continued on page* 6)

Wilcox Boosting 1958 Productions to Four

Confident of the vitality of motion picture entertainment and its appeal to a large world audience, Herbert Wilcox, prominent British independent producer, said yesterday he will double his usual production schedule of two pictures this year.



Herbert Wilcox

Wilcox is in New York for a 10-day visit, accompanied by his wife, Anna Neagle, who has recently become a producer also, and by Franke Vaughn, young British

(*Continued on page* 6)

Safron Assumes Post as Col. Circuit Executive

Jerome Safron assumed his new duties as a circuit sales executive for Columbia Pictures at the home office here yesterday. His promotion from the branch managership in Cleveland, according to general sales manager Rube Jackter, is part of the reorganization of the department which recently saw George M. Josephs promoted to home office Eastern sales representative.



Jerome Safron

Safron has been associated with

(*Continued on page* 6)

Production Unaffected, Says Schreiber

20th-Fox Will Build 'Century City' On 176 of the Studio's 284 Acres

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 7. — A four-hundred-million-dollar land development program turning 176 acres of the studio's present 284 acres over to construction of a master-planned city today was announced and described to the press by 20th Century-Fox executives and architect Welton Becket. The project, to be started in July and expected to require seven years for total completion, is expected to yield Fox a twelve-million-dollar profit annually when in full operation, attorney Edmond E. Herrscher, director of property development for studio, told newsmen.

Lew Schreiber, executive assistant to Buddy Adler and executive man-

(*Continued on page* 6)

Television Today Page 6

PERSONAL MENTION

BUDDY ADLER, 20th Century-Fox executive head of production, has left New York for London via B.O.A.C.

•

DAVID LIPTON, Universal advertising-publicity vice-president, will return to the Coast from here on Friday.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Buffalo from New York.

•

DAVID GOLDING, special representative for DON HARTMAN'S "Desire Under the Elms," is scheduled to arrive in New York from the Coast at the weekend.

•

ALFRED H. TAMARIN, executive assistant to MAX E. YOUNGSTEIN, president of United Artists Records, has returned to New York from the Coast.

•

MRS. STEPHEN BEERS has given birth to a daughter at Phelps Memorial Hospital, Tarrytown. Father is on the executive staff of Motion Picture Export Association.

'Farewell' to Open at Roxy Here January 24

David O. Selznick's "A Farewell to Arms" will have its New York premiere on January 24th at the Roxy Theatre, it was announced yesterday by 20th Century-Fox.

Based on receipts of $1,000,000 in its initial run in 44 California theatres, the film, according to a 20th-Fox estimate, will gross approximately $20,000,000 throughout the world, with half that total coming from the U. S. and Canada.

Present Harris with 20,000 Signatures Against Toll-TV

From THE DAILY Bureau

WASHINGTON, Jan. 7.—Michigan State Senator Harold M. Ryan today presented House Commerce Committee Chairman Harris (D., Ark.) with 20,000 signatures against toll TV.

Climaxing a six-day, cross-country trailer campaign from Detroit to Washington, Ryan also gave Harris a copy of a Detroit Common Council resolution against toll TV. The commerce committee starts hearings next Tuesday on toll TV plans.

U. K. Attendance Is Up 4% for Quarter

From THE DAILY Bureau

LONDON, Jan. 7.—Statistics in the Board of Trade Journal, released today, show that attendances in Britain in the third quarter of 1957 totalled 235,000,000, which is 58,000,000 or nearly 20 per cent fewer than the third quarter of 1956, but four per cent more than those in the second quarter of 1957.

Grosses Less Than in 1956

Gross takings for the third quarter of last year were nearly £24,000,000 ($67,200,000), 17 per cent less than the like 1956 quarter but six per cent higher than the second 1957 quarter. The recent increase in seat prices resulted in an average admission price of 24.3 pence, compared with 23.7 pence in the second quarter.

Will Continue Drive on Orderly Release: Hyman

Special to THE DAILY

DETROIT, Jan. 7—Describing himself as "a friend of the court," Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, told a gathering of 150 local exhibitors and distributors, and others from Buffalo, Cincinnati, Cleveland and Minneapolis, here today that he plans to devote 40 per cent of his future time to help bring about a more orderly release pattern on the part of motion picture distributors.

Hyman declared that orderly distribution is the key to trade unity.

Defense Uses Charts In Goldwyn Trust Suit

Special to THE DAILY

SAN FRANCISCO, Jan. 7.—Charts and statistics were offered into evidence today in a vigorous move by the defense to prove that Samuel Goldwyn's pictures were not discriminated against previously, as charged in the producer's anti-trust suit against National Theatres and others.

Doctor A. K. Beggs, senior economist for Stanford Research Institution, resumed his testimony started yesterday.

One of the charts compiled by Beggs showed comparable rentals, grosses and profits on Goldwyn films which had showings in RKO houses and N.T. situations. RKO distributed all of the seven Goldwyn films involved in the monopoly suit.

Still another set of figures produced by Beggs revealed that "The Secret Life of Walter Mitty" was exhibited in 98 per cent of all areas where N.T. operated and that 91 per cent of the showings were in N.T. houses.

Top Grosses Reported In K.C., Twin Cities

Two additional reports on theatre business received yesterday from MOTION PICTURE DAILY correspondents gave further evidence of the widespread upturn in grosses being enjoyed by exhibitors all over the nation since the start of the holidays.

MINNEAPOLIS, Jan. 7—Twin Cities first-run theatres this week closed out one of the best Christmas holiday seasons in recent years, giving hope that the serious attendance slump which started in mid-October is at an end.

Top grossing honors for the week went to "Sayonara" which hit a giant $26,500 at Minnesota Amusement Company's big Radio City Theatre. "Peyton Place", at the smaller Maco State Theatre hit $21,000 in its opening week and $16,000 for its second, the best grosses for a two-week period in more than 18 months.

St. Paul theatres, still deprived of newspaper advertising by the strike which closed down the "Dispatch" and "Pioneer Press," chalked up record grosses for the period with only moderate expenditures for radio and television time.

Twin Cities sub-runs for the most part reported better than usual grosses over the holidays.

KANSAS CITY, Mo., Jan. 7—The film trade here has been pleasantly surprised by the continuing drawing power of four big pictures which helped to fill downtown theatres during the year-end holiday.

"Don't Go Near the Water" at Loew's Midland, "Peyton Place" at the Tower, "Raintree County" at the Roxy and "Sayonara" at the Paramount have all given a bright New Year's outlook to local theatre managers.

Farnol Group to End Cinerama Service Soon

The Lynn Farnol organization will end its five and one-half years of publicity and promotion service for Cinerama on Jan. 25.

The Farnol organization began informing the public about Cinerama several months prior to its Broadway world premiere in 1952. It devised the information kit about the new process which, revised and supplemented, still is in use. It also developed the plan of organized audiences through tie-ups with hotels, transportation units and commercial organizations to bring the public to the 20 selected centers where Cinerama was playing, because no secondary city nor neighborhood runs were to be held.

LETTERS

TO THE EDITOR

WASHINGTON, Jan.

SIR:

May I express the hope that comments on Eric Johnston's lett to Kyle Rorex will sharply distingui three separate problems. First: fal and misleading advertising by tel vision stations regarding the age, et of motion pictures televised. Alli first raised this issue in a bullet dated November 25 and since Alli units have been alert to detect a report examples of false advertisin In one case one of the film compani cited in the advertising repudiat it. This has nothing to do with cle ance for theatres over television.

Second: Texas Compo's reque that the M.P.A.A. take the lead in i ducing the companies to grant cle ance over television. It is elementa that joint action by the compani through their trade association to gra clearances would violate the antitr laws. In this respect Mr. Schreibe opinion is entirely correct and M Johnston was warranted in refusi the request. But such joint action not contemplated by Allied's pr posal.

Third: the granting of clearan over television by the film compan acting "separately and individuall as specified in Allied's Kiamesha Res lution No. 6. Acting in that way t companies have as much right grant the theatres clearance ov television as they have to grant o theatre clearance over another. Tl does not involve combination or co spiracy. In the Los Angeles 16m case the Department of Justice soug to spell out a conspiracy because t exhibitors had openly favored t course followed by the companies refusing to sell to television. This w ridiculous and Judge Yankwich pr erly threw the case out of court.

Therefore, I greatly hope the bug boo of antitrust violation will not raised to obscure the clear right the film companies, acting individu ly, to grant clearances over televisi or to refuse to sell to television bro casters.

ABRAM F. MYE

Williams, 67, Dies: W Head of London NSS

From THE DAILY Bureau

LONDON, Jan. 7—Arnold Williar 67, former managing director National Screen Service Ltd., is de A son and daughter survive.

Williams had been in bad hea for two years and had spent the l six months in the hospital. He resigr from his post with National Scre just this fall.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ot National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edi Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Tl J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.

PA Go-ahead

(*Continued from page 1*)

nittee. He will attend the coming ing to present campaign recom- dations. The details will be an- nced later.

ompanies represented at the AA board meeting yesterday were: mbia, Loew's, Inc., Paramount, Century-Fox, United Artists, ersal and Warner Brothers. RKO o has not taken any stand on the paign and has not participated in discussions, it is understood. Al- Artists was not represented at the day meeting.

t two recent meetings of the d hitches over approval of the developed. Universal, it is under- l, felt that the money to be raised l secure better results by apply- it to campaigns for specific pic- s. The company representatives finally persuaded to go along the majority.

See $1,250,000 Collected

is estimated that the exhibitor ctions will reach $1,250,000 an- ly. The MPAA will match these ributions, dollar for dollar.

he Theatre Owners of America taken an official stand in favor of collections, and Ernest G. Stel- , president, has been urging an start of the campaign since the mi Beach convention.

o official stand on the problem been taken by Allied States As- tion, but individual leaders have n their approval. A formal stand be discussed at the annual di- rs' meeting to be held in Feb- y in Louisville, Ky.

ndividual approvals have to be n by exhibitors before the col- ons can be made. None of those ing on the plan are willing to nate how long this will take.

eparate from Academy Fund

hese funds will be separate from opriations of producer-distributors neet the costs of the Academy rds telecast in March.

he project has been under dis- on by the MPA board off and on June, 1956. The advertising and icity directors committee has n up and discarded a variety of estions since that time.

OMPO presented a plan to the at the New York convention in autumn of 1956 which had been ared by Charles E. McCarthy and y Goldberg. This was approved OA, but nothing further was done no funds were made available. r the COMPO proposals were ged with the advertising and pub- y directors committee plan and the groups have cooperated.

Lazarus to Outline Plan

azarus, chairman of the ad-pub mittee, will attend the meeting to alled for a discussion of the plan will present campaign recom- dations. At a recent meeting of MPAA board he discussed the pro- ls, illustrated by charts, in detail. scar Doob, who was named co-ordinator of the campaign activities some months ago, has resigned, effective February 15. A successor probably will be named tomorrow at a meeting of the advertising-publicity committee. Maurice Bergman, who resigned from Universal last week, is reported to be the choice for the post.

Early last year it was suggested by some of the industry leaders in both distributor and exhibitor ranks that a committee be named to supervise expenditures.

REVIEW:

The Seven Hills of Rome

M-G-M

ALL OF THE seven hills of the ancient capital are shown in the brilliant colors of the Technirama process to the spectators from the glass-enclosed seat of a helicopter, with comment by the pilot. It's a unique way of establishing the production locale. The helicopter wanders leisurely over the Coliseum, the Castle of San Angelo, the Forum and the Tiber and finally settles down on the plaza of St. Peter where Mario Lanza, Benito Rascel and Rossella Como, a pretty young girl, view the wonders of the ages.

There's a song on each of the seven hills, at parties, on street corners, in a theatre and night clubs, on board ship and at apartment rehearsals. Lanza has a rich tenor voice that records extremely well.

Tying all this singing together for 107 minutes was something of a feat for Lester Welch, the producer, and Roy Rowland, director, as well as Art Cohn and Giorgio Prosperi, who did the screenplay. Silvio Clementelli was Titanus chief of production.

Some of the dialog is smart and highly entertaining. When Lanza applies for a night club job the proprietor remarks: "We don't import tenors; we export them. They are Italy's greatest national resource." At another point a modiste tries to comfort a model who is fond of Lanza by saying: "He's in love with himself; he's a tenor. There is only one antidote for a man and that's another man."

Not all the singing is operatic. Lanza interrupts a rehearsal to join a group of singing youngsters with a fondness for rock 'n' roll and does imitations of Perry Como, Dean Martin, Sammy Davis and Louis (Satchmo) Armstrong. The kids go for it in a big way.

What there is of story thread has Lanza seeking a job as a singer. He meets his cousin, a pianist, who plays anywhere — fashion salons, night clubs and other places — and in the early scenes they befriend a young model who moves into their apartment as cook and housekeeper. She falls in love with Lanza and is about to depart broken hearted when it develops that Lanza's American girl friend has left for New York. All ends happily.

Some of the backgrounds are gorgeous. Lovers of operatic music and tuneful Italian ballads will enjoy it.

Running time, 107 minutes. General classification. Release, in January.

JAMES M. JERAULD

Larson Scandinavian Manager for MPEA

George Larson, former press attache of the U. S. Embassy in Stockholm and more recently in the export-import business in Sweden, yesterday was appointed Scandinavian manager of the Motion Picture Export Association by Eric Johnston, president.

Carl York, former MPEA Scandinavian manager, will be retained in a consultant capacity. York has been associated with the film business for 40 years, at one time having been Paramount manager for Sweden, and Scandinavian district manager. He resigned from Paramount in 1949.

Says Schine Theatres 'In Business to Stay'

Special to THE DAILY

ALBANY, Jan. 7.—In Albany to address the staff of radio station WPTR and to award service pins, G. David Schine, president of Schine Enterprises, today cited the circuit's investment of $200,000 to equip the Eckel Theatre in Syracuse for Cinerama (with a press premiere tonight and a public opening tomorrow) and the expenditure of large sums to equip the Granada in Buffalo and the Monroe in Rochester, with Todd AO for the showing of "Around the World in 80 Days" as evidences of the organization's determination to "gear theatre operations to the public's taste."

"We are in the theatre business to stay," declared Schine. "However, we must give the public what it wants in film entertainment, must be flexible enough to do so."

New Post for Burger

The appointment of Samuel N. Burger as one of his home office assistants was announced here yesterday by Emanuel Silverstone, vice-president and general sales manager of 20th Century-Fox International Corporation.

. . . NEWS ROUNDUP

Louisiana Bow for 'Summer'

Jerry Wald's "The Long, Hot Summer" will have its world premiere on March 5 in Baton Rouge, La., site of much of the filming of the 20th Century-Fox release. Gov. Earl Long of Louisiana has been invited to attend the celebration. **John Springer**, 20th Century-Fox national magazine contact, will arrive in Baton Rouge today as representative of **Spyros P. Skouras**, 20th-Fox president, to confer with **Governor Long** on arrangements for the event.

■

New Policy for Seattle Unit

The Paramount Theatre, Seattle, a unit of Evergreen Theatres, will be dark for a while after Jan. 26, when Cinerama moves to Vancouver, B. C. Announcement of a new policy for the house will be made shortly.

■

Craft-Worker Pay Down

Weekly earnings of Hollywood craft workers in production averaged $128.99 in November for a 39.8-hour work week, which compares with $138.19 in October for a 42.4-hour week.

TV Ad on Film Page Irks Detroit Showmen

Special to THE DAILY

DETROIT, Jan. 7—Detroit's film colony reacted violently when the "Detroit News" ran, among theatre ads on its amusement page one for United Artists' "High Noon" on station WWJ-TV.

One of the managers' of Detroit's most important first run houses promptly telephoned the "News" to state that he would like to reserve space on the television page for his theatre at television rates, which are considerably under those for theatres. This request was refused by the publication.

Cathay Forms Unit to Handle Production

Special to THE DAILY

SINGAPORE, Jan. 3. (By Air Mail)—Cathay Film Services, an associate company of the Cathay Organisation, has been formed to handle all kinds of film production including publicity, tourist and educational films, and will act as advisers and consultants to industrial concerns and other organizations interested in making and using films for advertising and public relations purposes.



M-G-M presents
A SOL C. SIEGEL PRODUCTION
Starring
DANNY KAYE
in
"MERRY ANDREW"
Co-Starring
PIER ANGELI
BACCALONI · NOEL PURCELL · ROBERT COOTE
with
PATRICIA CUTTS
Screen Play by
ISOBEL LENNART and I. A. L. DIAMOND
Based on a Story by Paul Gallico
Music by SAUL CHAPLIN
Lyrics by JOHNNY MERCER
Choreography by MICHAEL KIDD
In CinemaScope And METROCOLOR
Associate Producer SAUL CHAPLIN
Directed by MICHAEL KIDD

THE MUSIC HALL'S HAPPY EASTER PICTURE!

Radio City Music Hall has selected its Easter attraction.

It is DANNY KAYE in "MERRY ANDREW."

We wish every exhibitor could have heard the roars of laughter, the applause, the enthusiastic reception when this wonderful comedy was recently previewed before a theatre audience in New York. It is the most perfect school's-out, big-time Easter entertainment in the history of the business!

Danny is TEN TIMES FUNNIER THAN EVER BECAUSE HE PLAYS TEN ROLES!

Imagine Danny as a bumbling schoolmaster who gets caught up by mistake in a travelling circus, falls in love with the pretty young aerialist and blunders into many roles, lion tamer, tight-rope walker, exploding clown, ballet dancer, singer and others, all against the background of a boy's school and a wonderful circus.

It is not too early to talk to your M-G-M Branch, to reserve your Easter time, to get ready to book a beloved comedian in his first picture in a long time – and his funniest!

Take a tip from the world's top theatre:

"MERRY ANDREW"–The Happy Easter Picture

TV Station Advertises '1st Run MGM Theatre'

Special to THE DAILY

NEW ORLEANS, Jan. 7.—A large display ad placed by station WDSU-TV several days this week in the New Orleans Times-Picayune boldly proclaims its 10:45 P.M. Sundays film program the "First Run MGM Theatre" beneath photos of a dozen past and present MGM stars. The copy reads: "MGM Motion Picture Hits . . . Starting this weekend, in your own living room, you can enjoy award winning performances and best movie hits ever produced."

No mention is made in the ads of the age of the pictures.

Fox Will Build

(*Continued from page* 1)

ager of the studio, told the press this project should not be misconstrued as indicating the company is preparing to withdraw from the motion picture business, and pointed to the studio's $65,000,000 production program for this year.

On the contrary, it was explained, 80 acres presently occupied by the studio will be improved by the erection of new sound stages and administrative buildings, with considerable outdoor shooting transferred to the company's 2,300 acres at Malibu, and with television-film production, now being done at the original Fox studio in Hollywood, moved to the main studio.

May Sell Old Studio

The original studio, located on Western Avenue and Sunset Boulevard, probably will be sold. Television-film production is expected to make up 16 per cent of the main studio activity.

Plans, two years in preparation, call for the building of a complete modern city on Fox property, capable of accommodating 15,000 permanent residents, 2,000 to 3,000 studio workers, and perhaps 20,000 persons employed in office buildings, department stores, food markets, a 1,000-room hotel, 4,000-seat auditorium and business establishments of all kinds.

Century City is the name chosen for the area. Buildings will range from 30 stories down. Apartments will rent from $90 per room upward.

Had Been Tom Mix's Ranch

The land, originally Tom Mix's horse ranch, was obtained by the company from Mix in the late nineteen-twenties. Located in Los Angeles, it has increased tremendously in land value since then. Additionally, it has provided the company revenue from oil operations, which will be continued underground in Century City after the present boring is completed.

Fred Gebers, representing Equitable Life Insurance Society, disclosed the interest by his and 19 other insurance companies in financing the project.

SPG Asks

(*Continued from page* 1)

George Skouras, and Mitchell Wolfson are among the individuals invited to participate.

Engel said, "SPG is convinced that only by combining forces with actors, directors and writers guild, and with leading organizations in the field of motion picture exhibition, can both groups effectively bring to a halt the existing suicidal practice of releasing film to television.

"We feel we cannot and dare not permit this practice to continue if the motion picture and theatre groups are to survive. As we prepare to meet for this important conference it remains our hope that those who are now engaged in this 'quick-buck method' of liquidating these valuable film assets will come to realize the grave error that's been made; the extent of the damage caused by it; and the inevitable doom which faces the entire motion picture and theatre groups if this error is not corrected and rectified.

"It is our hope, too, that the welfare of all concerned can best be served if this problem can be quickly and amicably resolved, but we are determined to exercise whatever means are available to us — in order to bring this imprudent and suicidal practice to a halt."

Wilcox Boosting

(*Continued from page* 1)

recording and TV performer, whom she discovered for films. Vaughn is starred in her production "Dangerous Youth," which Warner Bros. will distribute in the Western Hemisphere, and also in "Wonderful Things," with music by Harold Rome, which was completed just before they left England.

Distribution deals for the latter picture and for Wilcox's "The Man Who Wouldn't Talk," starring Anthony Quayle and Zsa Zsa Gabor, will be discussed during their visit here. They will also introduce Vaughn to the American press and to TV audiences, and will discuss arrangements for him to make a picture in Hollywood.

Safron in New Post

(*Continued from page* 1)

Columbia for 24 years, most of that time in Los Angeles, Minneapolis and Cleveland. He was named branch manager in Cleveland three years ago. Successor to Safron in the Cleveland post is Samuel Weiss, who had been sales manager at the 20th Century-Fox exchange in that city.

WB Confirms Cuts

HOLLYWOOD, Jan. 7—A Warner Bros. studio spokesman has reports that upwards of fifty employees have been terminated in a general streamlining of the production departmental work force. The terminations, affecting all departments, do not signify a reduction in output, he added.

One Man's TViews

By Pinky Herman

THE Dodge Division of Chrysler Motors is tossing a press l at the Waldorf-Astoria Hotel in Gotham Friday, January 17 honor Lawrence Welk and his award-winning musical aggregation. ABChampagne music maestro will telecast his January 18 show New York. At the party Welk will play "Dixieland" music—so help Lee Desmond. . . . Headed by Prexy Joe Steiner, a troupe numb 25 are set to fly down to Rio de Janeiro March 15 where the first series of nine 85-minute musicals, "The International Show," sta the incomparable Hildegarde and co-starring Hans Conreid, wil filmed under the direction of Frank Borzage (Tay Garnett will d 4 of the films). . . . They'll toss an NBCocktail party in honor o net's Overseas Press Corps tomorrow afternoon at the NBC Exec d room. The boys did a fine job of covering "the international sc and rate the hullaballoo. . . . Ben Hecht's new play, "Winkelb which opens on Broadway, Jan. 14 will have a partial pre-view o Ed CBSullivan show, Sunday. . . . James Garner, Warner Bros. st the ABCaptivating teleseries, "Maverick," became the proud dad a six-pound baby girl, Greta Scott Garner born at the St. John's Hos Santa Monica last Saturday. Incidentally, the programs rating w has been topping its opposition for the past few weeks gained its bi triumph last Sunday with a 26.3 against 17.6 for Sullivan and for Allen. . . . Betty Grable and Harry James will do a guestint o "Lucy-Desi CBShow" February 3.

☆ ☆ ☆

Jack Shaindlin, filmusical scorer of "Cinerama" and the forthco National Theatres' new "Cinemiracle," has been signed to conduc George Antheil score for the CBS-TV "Twentieth Century" pro "D Day Attack," Sunday, Feb. 9. . . . Harry A man, with a string of radio and TV credits (w producer) stretching from New York to Holly and back, has been signed by Screen Gems V.P. in charge of Production. . . . Richard Ca who scored a personal triumph as the star o London stage production of "Desperate Hours," to Hollywood Saturday. The handsome and tal thespian is sure to catch the attention of film . . . In his throwaway colyum, WERE (Cleve deejay Tommy Edwards wonders out loud rumors get started—which has him movin platter-chatter to Chicago-Detroit-New Tommy, sometimes an item like "we hear from the (sour) grapevin Tommy Edwards may NOT leave the 1501 Euclid Avenue radi tion." (You're welcome Tommy.) . . . Jack Benny will visit John sythe's "Bachelor Father," CBShow Jan. 19. Both programs, spon by American Tobacco Co., alternate in the Sunday CBSked. Benn Lucky Strikes and "Father" for Hit Parade Cigs. . . . Did you that Peter Tripp, the WMGM deejay is a nephew of Cardinal Spell



Jack Shaindlin

Chumley in Sales Post On 'Commandments'

Edward G. Chumley, manager of Paramount branch in Jacksonville, has been appointed sales executive on "The Ten Commandments" at the Paramount home office. He will report to Morris Lefko, U. S. and Canadian sales manager for the Cecil B. DeMille production. The appointment will become effective on Monday.

Walker 'Comfortable'

Frank C. Walker, chairman of the board of Comerford Theatres, is "resting comfortably" at St. Luke's Hospital here, his physician reported yesterday. Walker entered the hospital last weekend for his annual check-up.

Shipping Terminal Sl Down in Cleveland

Special to THE DAILY

CLEVELAND, Jan. 7.—The C Shipping Terminal here, from motion picture films have been iced to the exhibitors of no Ohio, has been shut down. Gross, Terminal head, attr the closing to the major distri companies' discontinuance of th filiation with the Terminal.

The Terminal was organized 30 years ago by the Film Bo Trade, then headed by Charles john, and has been in uninter operation ever since. Hencefort will be picked up at the ind exchanges.

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 6 NEW YORK, U.S.A., THURSDAY, JANUARY 9, 1958 TEN CENTS

ne Optimistic

mpo to Press Ticket Tax peal Drive

ces Believed Good ite Treasury Stand

ite the decidedly unfavorable for tax reduction prevailing hington as Congress goes back , the Council of Motion Picture zations is undeterred and far pessimistic in its intention to nother try at complete elimina- f the Federal admissions tax, nited to 10 per cent on prices 0 cents.

rt W. Coyne, Compo special l, will leave here for Washing- xt week to confer with legis- make other contacts and gen-

(*Continued on page* 6)

v's, RKO Theatres y Charges of E-L

From THE DAILY Bureau

SHINGTON, Jan. 8—Loew's KO Theatres today asked the ne Court to reject a charge that onspired to deny Eagle Lion the opportunity to distribute duct in first-run Loew's and heatres in New York City.

le Lion claimed that the con-

(*Continued on page* 6)

se Toll-TV Hearing nded to 6 Days

From THE DAILY Bureau

SHINGTON, Jan. 8—Due to an ctedly large number of re- to be heard, the House Com- Committee has lengthened to s its originally scheduled three-

(*Continued on page* 6)

TRADEWISE on page 2

elevision Today on page 6

Film Company Economy Moves 'Necessary,' Is View of ITOO

Special to THE DAILY

COLUMBUS, Ohio., Jan. 8—Commenting on recent producer-distributor emergency moves to effect economies, the current bulletin of the Independent Theatre Owners of Ohio views them as necessary measures "in a changing business" and supports steps which will "assure the companies" continuance as a supplier of films—the life blood of exhibition."

The bulletin refers specifically to published reports of reductions by some companies in home office personnel and mergers of shipping departments and observes:

"There is danger that the crepe-

(*Continued on page* 3)

3 Anti-Toll-TV Bills Introduced in Congress

From THE DAILY Bureau

WASHINGTON, Jan. 8 — Three bills to outlaw toll television were among the first introduced in the new session of Congress. They were sponsored by Representatives Beamer (R., Ind.), Madden (D., Ind.), and Powell (D., N.Y.).

'Sheehan's Folly'

The late Winfield R. Sheehan, one-time vice-president and general manager of the old Fox Film Corp. went out one day in Hollywood and bought a huge tract of rolling land situated in what was then just an outlying piece of sun-baked country.

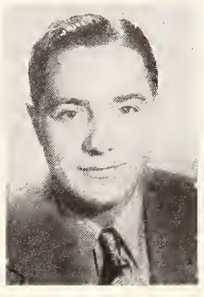
It first came to be known in the trade as "Sheehan's Folly." Eventually under Sheehan's direction a studio was constructed but with all the buildings up the remainder of the property stretched out as far as the eye could see.

Announcement has been made that a part of the property not occupied by the studio buildings is to be subjected to a vast development, including apartment and office buildings and

(*Continued on page* 3)

Murray Leaving Univ.; Malafronte Succeeds

F. T. Murray, manager of branch operations for Universal Pictures for the past 20 years, is relinquishing his duties with the company effective tomorrow, it was announced yesterday by H. H. Martin, general sales manager.



G. J. Malafronte

G. J. Malafronte, a veteran of 30 years with the Universal distribution organization, has been appointed to succeed Murray and he will assume the new post next Monday.

Malafronte started with Universal

(*Continued on page* 6)

Colorado Circuit Is First to Enlist in COMPO Campaign for Academy Show Support

Ten houses of the Westland Theatres circuit of Colorado Springs, Colo., are the first to enlist in response to COMPO's plea that theatres get behind the industry-sponsored Academy Awards telecast March 26. Replying to a letter from Robert W. Coyne, COMPO special counsel, which asked COMPO's national tax campaign leaders to spearhead a drive for support of the telecast, L. A. Starsmore of the Westland Theatres wrote yesterday pledging the backing of 10 houses in his circuit.

A manual showing what theatres can do to increase the show's audience is now being prepared by a committee consisting of Ernest Emerling, Harry Mandel and Harry Goldberg, members of the COMPO press relations committee.

Stellings Curious

Many Changes In Business Plan Expected

See Details Ready for Exhibitors Next Week

By JAMES M. JERAULD

Details of the revised public relations and promotion campaign will be presented to exhibitor leaders about the middle of next week.

Principal officers of Allied States Association, Theatre Owners of America, and Independent Theatre Owners Association will meet Monday for resumption of discussions on an arbitration plan. At that time the report of the publicity and advertising directors committee will be ready for discussion as soon as the arbitration conferees give the word.

Many changes in the original plan as drawn up by the Council of Motion Picture Organizations have been

(*Continued on page* 2)

SPG Action on TV Meet Hailed by Stellings

Special to THE DAILY

CHARLOTTE, Jan. 8—The Screen Producers Guild action in seeking support of other talent guilds and exhibitors for a movement to oppose further sales of motion pictures to television meets with the hearty approval of Ernest G. Stellings, president of Theatre Owners of America.

"That's the stand we took at the

(*Continued on page* 6)

George Hickey Dies; Was M-G-M Executive

From THE DAILY Bureau

HOLLYWOOD, Jan. 8 — Funeral arrangements are pending for George Hickey, 75, veteran M-G-M distribution executive, who died today at his home in Palm Springs.

Hickey, New England exhibitor and Goldwyn Pictures franchise holder prior to World War 1, joined M-G-M on its formation in 1924, transferred to the West shortly afterward and was Pacific Coast division sales manager until his retirement last year.

PERSONAL MENTION

F. J. A. McCARTHY, Universal Pictures assistant general sales manager, accompanied by G. J. MALAFRONTE, manager of branch maintenance, are in Toronto from New York.

•

CHARLES LEVY, Buena Vista director of advertising-publicity, and FRED GOLDBERG, head of the New York office of Blowitz-Maskel, publicists, will return to New York today from Kansas City.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, has left here for a trip through the Southern states.

•

LEONARD KAUFMAN, Paramount Pictures home office attorney, returned to New York yesterday from a brief vacation.

•

DAVE BADER, vice-president of Atlantic Television Corp., has returned to New York with MRS. BADER from Havana and Nassau.

•

SAM SPIEGEL left here yesterday for London via B.O.A.C.

Rank Opens New Branch In Buffalo-Albany Area

Rank Film Distributors of America has established a new branch office to cover the Buffalo and Albany territory and appointed veteran sales executive Bert Freese as branch manager, it was announced yesterday by Irving Sochin, general sales manager for RFDA. The opening of a branch office in the Buffalo-Albany area is the 14th RFDA branch office in the United States.

Freese, who will assume his new post next Monday, will report to regional manager Abe Weiner in Boston. He previously was associated with Allied Artists and United Artists. Freese was also an exhibitor, operating a number of theatres in Rochester.

Salesmen Elect Here

New officers were elected at a meeting here this week by the New York branch of the Colosseum of Motion Picture Salesmen. Named president was Fred Mayer of Universal Pictures, and Moe Kurtz of Fox was elected vice-president. The new treasurer is Lou Steisel of Columbia and secretary is Harold Rosen of Universal.

TRADEWISE

By ONLOOKER

A SMALL GROUP of executives at a dining table in the City Athletic Club the other day were talking in that what-hit-us? vein, the consensus being that most in the industry failed to accurately observe and interpret what was happening to theatre attendance last fall, when even those pictures which ordinarily could be counted upon to produce good grosses were failing to do so. . . . The majority opinion was that while the summer business was disappointing in some respects, by and large it was ahead of the previous summer up to September. Then new TV programs, including a flood of high quality old films on television, made their apperance at a time when Hollywood's new theatrical releases for the most part were weak in boxoffice strength. . . . There followed the Asian flu scare, periods of bad weather conditions in all parts of the country, and an epidemic of strikes, all taking their toll of theatre attendance. The result was that the last quarter lost most or all of the ground for the entire year. . . . Now, the feeling was, we've hit bottom and a recovery is due to get under way. Good product is at hand, more appears to be on the way, and, if the blockbusters are properly spaced and post-1948 libraries are not sold to TV, a substantial recovery should take place.

IN A RECENT informal discussion of toll-TV with Russell Downing, the Radio City Music Hall president revealed himself as belonging to that large group that believes the public will not cotton to a development which imposes a charge on something they've been getting for free these many years. He concedes there may be some special events the public will pay for, that being the only way they could see them, but probably will do so with resentment. Downing also agrees with Leonard Goldenson and Robert Sarnoff that if toll TV does catch on, it will mean the end of free TV. Like them, he is unable to see how the two can co-exist. . . . Downing's views on the subject are interesting because not a few toll TV promotors have freely cited the Music Hall's lavish stage productions as examples of the type of entertainment presently unavailable on free TV, which their kind of TV could bring to the public, if and when it is inaugurated.

THE STAYING POWER of most of the product put on the market for the holiday trade is reassuring to all branches of the industry. . . . At Warners, they're positively elated over the performance of "Sayonara" in all engagements. It's not only the new all-time, one week record holder at Radio City Music Hall, but is doing "Giant"-type business across the country—and we're speaking now of post-holiday business. . . . Speaking of Warners, we were taken on an escorted inspection tour of the company's new home office quarters in the not yet fully completed Tishman Building, Fifth Avenue, Fifty-Second to Fifty-Third streets, and were genuinely interested in what we saw. . . . Private office furnishings are in the modern manner. Most have cabinet bars, television, private rest rooms. The board room, still in an unfinished state, has an elaborate, all-electric kitchen, adjoining, wall television, special phone connections. When Jack Warner returns from Europe, his corner office (5th Ave. and 53d Street) should be ready for him, cabinet enclosed color television, and all. A great spot from which to watch a Fifth Avenue parade. An executive suite provided for Serge Semenenko, board member and financial adviser, is tastefully furnished and restful, with accommodations for committee conferences. It faces on Fifth Avenue. Ben Kalmenson's, Charlie Boasberg's and Bob Taplinger's, on the 53d Street side, likewise are pleasing and comfortable retreats, and none the less utilitarian for that.

Many Change

(*Continued from page* 1)

made, but no difficulties are expe in agreeing on the main features.

What the changes are have been made known. Ernest Stelli TOA president, said yesterday he is waiting to see them with siderable curiosity.

It is expected that the metho collection will take the form pledges signed by individual exh tors, in which they will promise pay four-tenths of one per cen their film rentals into a general f This will be in lieu of one of early proposals for exchange acco ing departments to add the contr tions to the distributor bills.

General Fund Provided

The exhibitors will decide whe they want to pay weekly, monthly quarterly, and they can de whether they want to send their c tributions to the exhibitor organ tions to which they belong or COMPO. The exhibitor contribut will be put in a general fund v regular reports to MPAA so that totals can be matched from source.

Just how long it will take to this plan into operation is hard determine. None of the exhibitors w willing to hazard a guess yesterd

Stellings says he hopes the exh tor pledges will provide a fund $1,750,000. With the distributor c tributions on this basis, the total wo be $3,500,000.

Mathis in Chumley P

Fred Mathis has been named P mount branch manager in Jacks ville, succeeding Edward G. Chum whose appointment as sales execu on "The Ten Commandments" announced earlier this week. Mat Paramount salesman in the Jacks ville area since 1947, will assu his new duties on Monday.

Edward Selzer Retirin

HOLLYWOOD, Jan. 8—Edw Selzer, executive in charge of War Brothers cartoon productions si 1944, and with the studio since 19 has announced his retirement, eff tive March 1st. Selzer has recei 23 Quigley Awards for excellence production during his cartoon care

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Meet Next Week on Italo-U.S. Agreement

harles Baldwin, Motion Picture ort Association representative in ne, will meet with representatives he Italian government next week the hope of clarifying suggested lifications in the Italo-American agreement, it was decided at sday's meeting of the MPEA board directors here.

esides discussing the Italian situ- n, which, an MPEA spokesman itted yesterday "we don't know much about what they are ask- " the MPEA directors devoted h of the meeting to the long pro- ed Polish film contracts. While no ision was reached, the deal is ex- ted to be concluded within the nth.

Other Items on Agenda

he distribution of import licenses Indonesia and discussion of legal enses in Colombia, Uruaguay and Phillipines were also on the MPEA eting agenda.

hnston to Head Unit pporting Foreign Aid

From THE DAILY Bureau

VASHINGTON, Jan. 8—Motion ure Association President Eric nston will shortly be named by the ite House to head a citizens com- tee to enlist nationwide support the foreign aid program, officials ealed.

Has Served Previously

he administration has for some e indicated concern over the lack popular support for this program, l the idea behind the new group o carry on a speaking and general lic relations campaign for foreign . Johnston has performed various res for the administration in the ign field.

oxy Will Sell 'Arms' ge Seats Reserved

he Roxy Theatre here has estab- ed a reserved ticket policy for all e seats for its engagement of "A ewell to Arms," which begins Jan. 20th Century-Fox announced yes- day. The theatre's customary un- rved seat policy will be retained seats in the orchestra and balcony. he special loge tickets are now ng printed and will be placed on shortly at the Roxy box office. e policy will enable charitable and ial organizations to set up special atre parties for the picture, it was nted out.

.T. Meeting Today

OS ANGELES, Jan. 8—Key per- nel and division heads of National eatres will hold their annual mid- ter meeting tomorrow, with presi- t Elmer Rhoden presiding. The -day meeting will be devoted to detailed review of 1957 and plan- gs for 1958.

View of ITOO

(*Continued from page* 1)

hangers in this business will point to this as evidence of the truth of Eddie Silverman's prediction that all the major studios except one will close in 1958."

The opposite of this "is nearer to the truth," the bulletin continues. "This is a changing business and no part of it can go along its accustomed way without trimming its sails to meet the current winds. Perhaps the worst thing that could happen to exhibitors would be if their suppliers simply refused to make adjustments and thereby guaranteed that Mr. Silverman's forecast would come true.

Sees Distributors' Side

"Exhibitors can only have cause for complaint when changes are made without sufficient analysis of the consequences and when they would do harm to any large class of theatre owners. But exhibitors cannot criticize the stockholders in film companies for operating their business as efficiently and economically as possible without doing a disservice to their customers. That they take steps to assure their continuance as a supplier of films—the life blood of exhibition—is exactly what every theatre owner should want."

In the same ITOO bulletin the writer quotes from a report sent out by a booking and buying organization in the area on theatre business trends in 1958. This report takes a stand against the view of some exhibitors that there is an acute shortage of product.

Calls 'Top Pictures' the Answer

According to the buying and booking writer for the firm: "I contend there is no shortage of product—only a shortage of top grossing pictures. How can we expect theatre patrons to pay for the program (or double-bill) type picture when they can see for 'free' in their living rooms the same type or better picture?

"This entertainment must be presented in comfortable and clean surroundings. Many theatres are in deplorable condition and 'The Ten Commandments' would only draw flies in some of them. I am not speaking of your theatre in particular—only in a general accusation of some theatres."

The buying-booking writer then states he anticipates more of the "blockbuster" type pictures in 1958 "which will require special handling."

Wants 'Special Attractions'

The writer then suggests that theatres "discontinue the showing of 'movies' and have 'special attractions.' He foresees a day when exhibitors will be operating their theatres with 30 to 50 pictures a year. "Some may only play four days, others a week or longer; admission prices, too, will be variable. One special attraction may be worthy of $1.25 admission, 75 cents."

The ITOO bulletin is not signed but was presumably prepared by William Carroll, new secretary.

Two Film Measures Introduced in Albany

Special to THE DAILY

ALBANY, Jan. 8 — Two bills affecting the licensing of motion pictures were introduced today, when the legislature convened for 1958 session.

One, by Sen. William T. Conklin and assemblyman Luigi R. Marano, Brooklyn Republicans, would require the State Education Department's motion picture division to classify, for licensing, films under three categories: "suitable for general patronage," "for adults and adolescents," or "for adults only."

Exhibitors when advertising the showing of such films would have to note "the classification thereof." This would apply to all advertising done by theatres.

The second measure is a re-introduction, Sen. Joseph F. Periconi, Bronx Republican, having co-sponsored it last year. An outgrowth of "Baby Doll," which Senator Periconi and Assemblyman Louis Del Savio, Manhattan Democrat, sought, via resolution, to have the legislature condemn as "derogatory" to Americans of Italian descent, it adds as a ground for license refusal a film that, in whole or part, "disparages against one's nationality or color."

It passed the senate, with only one dissenting vote, last March, but died in the assembly.

Pay-TV Vote Signees 6,000 Daily; Tuchler

From THE DAILY Bureau

HOLLYWOOD, Jan. 8 — Julius Tuchler, chairman of the Citizens Committee Against Pay-Television, today told MOTION PICTURE DAILY his organization is obtaining signatures to petitions for a referendum for action on pay-television ordinances passed by City Council at the rate of 6,000 daily.

Declining comment on a locally published statement by Central Labor Council's W. J. Basset to effect that committee literature falsely represents labor's attitude toward pay-television, Tuchler said solicitation is progressing particularly well in areas where aircraft and automobile plant workers reside.

Tuchler said the committee already has obtained close to 50,000 signatures. Approximately 52,000 verified signatures of registered voters are required.

Krenitz Leaves M-G-M

CLEVELAND, Jan. 8—Joe Krenitz, salesman at the local M-G-M exchange, has resigned, leaving Dorsey Brown, Jr. as the company's only salesman here.

Acquires 'Lovemaker'

Trans-Lux Distributing Corp. has acquired U.S. distribution rights to "The Lovemaker," a French-Spanish co-production filmed entirely in Spain.

. . . NEWS ROUNDUP

Mass Bookings for 'Sing'

Singer Tommy Sands' first picture, "Sing Boy Sing" will be given a multiple booking throughout 13 Southern states beginning January 31 in more than 1000 situations with more than 300 prints available to theatres. This makes it the largest area saturation in 20th Century-Fox history, Alex Harrison, the general sales manager, said yesterday.

■

WB Gets India Theatre

Warner Bros. has taken over the 1,200 seat, air-conditioned Eros Theatre in Bombay, India, from the Cambatta Bros. The move follows the company's plan to operate theatres in any of the world's film markets where such a policy is deemed necessary to exhibit its product properly, Warners stated.

■

'Hawk' to Bow March 11

"Mark of the Hawk," the Film Productions International presentation which Universal-International is distributing, will have its world premiere at the Broadway-Capitol Theatre in Detroit on Tuesday, March 11, launching a series of openings throughout the Detroit territory.

■

New Cinerama Deal

The Strand Theatre, Vancouver, British Columbia, will become a Cinerama house with the March 6 opening of "This Is Cinerama." The film deal was negotiated on behalf of Famous Players Canadian Corp. by Rube Bolsted and B. G. Kranze, vice-president of Stanley Warner Cinerama.

■

Copeland Selects 2nd

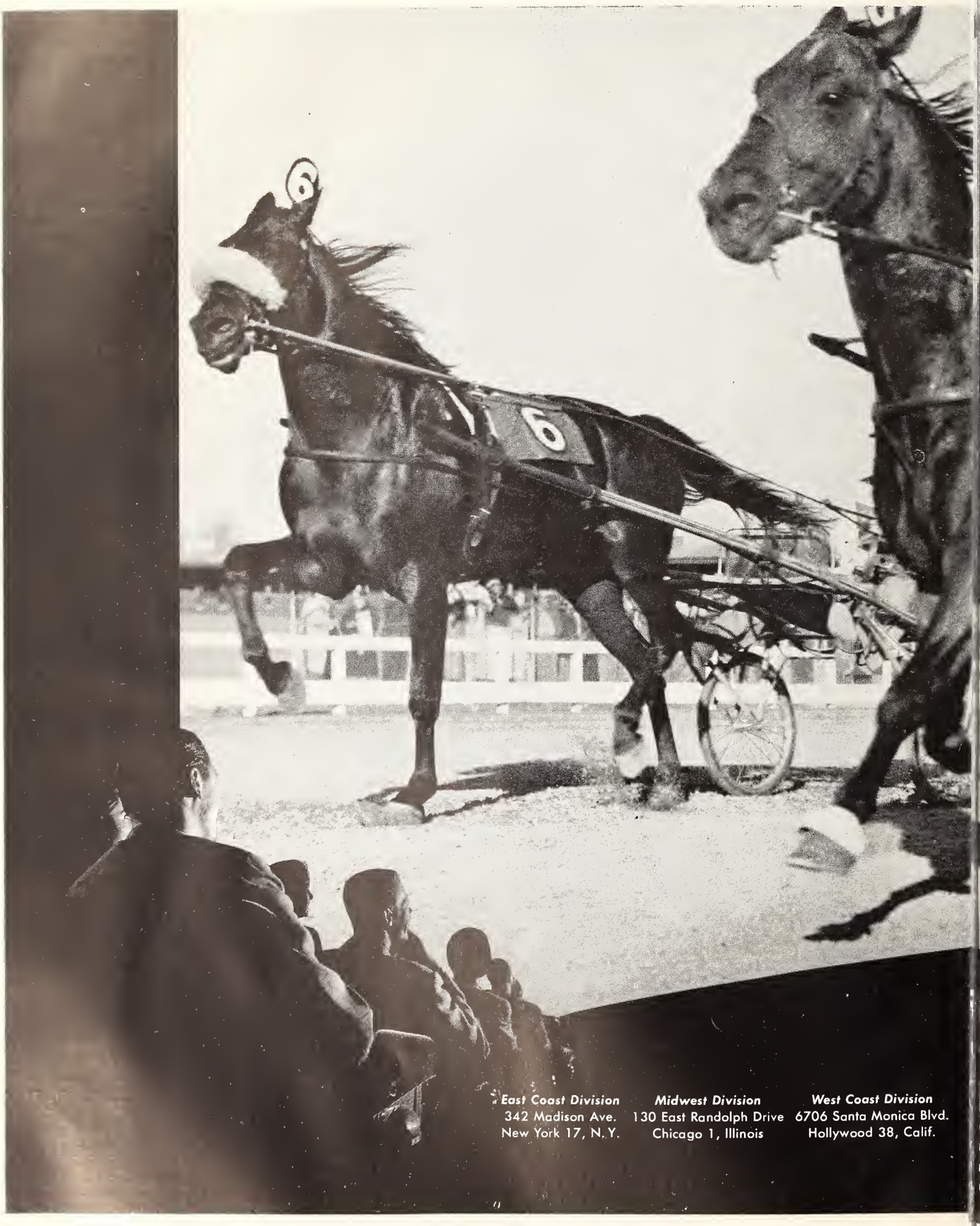
Jack L. Copeland and his associate, Walter Hanneman, will produce "Boy of 100 Adventures" as the second of a four-picture production schedule planned for 1958. The first will be "The Gambling Machine." Negotiations are in progress with Allied Artists for release of the quartette.

'Sheehan's Folly'

(*Continued from page* 1)

other improvements. All this to a cost of some $400,000,000.

The Sheehan Folly tract now lies within the rich and prospering town of Beverly Hills. Oh yes, elsewhere in the tract profitably producing oil wells have been sunk.



East Coast Division
342 Madison Ave.
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.



Fair weather . . . fast track . . .

on the wide, wide screen

DESCENDANTS of Dan Patch race again — on the wide, wide screen. And audiences feel it all . . . down to the last hoofbeat! Because today's movie-making technics make these bold events live on in more details—in *more life even* than the original events themselves!

This is where technical know-how comes in . . . where the Eastman Technical Service for Motion Picture Film proves the worth of its service. Offices in strategic areas. Inquiries invited.

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Television Today

House Hearing

(Continued from page 1)

day hearings on subscription television. Present plans are to hear the members of the Federal Communications Commission on Jan. 14 and 15, the proponents of toll-TV on Jan. 16 and 17, opponents on Jan. 21-22.

Since the committee plans to hold only morning hearings, and since the witness list is growing all the time, staff members indicated there was a good possibility that the six days would be extended even further.

Selectivision Gets New Color Process

Selectivision, Inc. announced yesterday that it has acquired the controlling interest in BRYG, Inc., developer of a new process which is described as permitting the projection of color films from black and white prints. the BRYG process will be used in connection with Selectivision's proposed toll-television operations throughout the nation, the company said.

According to Samuel Depew, BRYG president, the company has designed an attachment which when used at the camera and projector ends of motion picture photography, translates black and white pictures into color. The name BRYG stands for the colors which are used in the process—namely, blue, red, yellow and green. BRYG headquarters are in Butler, Penn.

TPA Announces Six New Acct. Executives

The addition of six new account executives to the staff of Television Programs of America, Inc., TV film distributors and producers, was announced here yesterday by Michael M. Sillerman, TPA executive vice-president.

The new executives are: Murray Baker, Joseph M. Barnett, Roland Van Nostrand and George Drase, who are assigned to the Central Division; Oscar Lynott, who will represent TPA in Mexico City; and Lee Cannon, who will work in TPA's station sales division.

Screen Gems Doubles Latin America Sales

Screen Gems' sales volume in Latin America during the last six months of 1957 was more than double that of the entire previous 12 months, it was reported yesterday by William Fineshriber, Jr., director of international operations of the Columbia Pictures TV film subsidiary.

During December alone, 13 program sales were made in six Latin American countries. Screen Gems now has programs sold in 13 countries south of the border and is in negotiations for sales in another four. To meet the expansion of business there, Screen Gems' affiliated company in Latin America has added to its sales force Gottfried Hofer, Jr., who will report to John Manson III, vice-president and sales manager, and split coverage of the continent with him.

C & C Finances Final RKO Backlog Payment

C & C Television Corp. has been advanced $3,000,000 by Prudential Insurance Company of America with which to make the final payment to RKO Teleradio Pictures, Inc. for purchase of the RKO film backlog, Matthew Fox, president of C & C, has announced. Financial arrangements with Prudential were completed on December 30.

Acquired in 1955

The RKO films, which were acquired by C & C in December, 1955, are presently being telecast throughout the country, and will also be shown shortly in Great Britain, where the British Broadcasting Corporation recently purchased TV rights to some 80-100 of them.

Para. Names Schulke

HOLLYWOOD, Jan. 8—James A. Schulke has been named to succeed Stanton Osgood as general manager of the Paramount Sunset Corporation, the television production subsidiary of Paramount Pictures. Osgood, the studio said, asked to be released of his post to enter independent radio operations.

SPG Action

(Continued from page 1)

Miami Beach convention of TOA," he said. "I hope they carry the moves through to a definite agreement among the guilds."

The matter will come to a head at a dinner conference on the coast January 16 to which Si Fabian, Leonard Goldenson, Elmer C. Rhoden, Frank H. Ricketson, Jr., Sol Schwartz, George Skouras and Mitchell Wolfson have been invited by Samuel G. Engel, president of the SPG.

Murray Leaving

(Continued from page 1)

in 1928 as a statistical clerk and has held posts as a salesman, traveling auditor and finally manager of branch maintenance, a post he holds in addition to his new one.

SDG Dinner Feb. 8

HOLLYWOOD, Jan. 8—The annual awards dinner-dance of the Screen Directors Guild will be held on Feb. 8 at the Biltmore Hotel Bowl.

Coyne to Press for Tax Rep

(Continued from page 1)

erally get the feel of the legislative scene prior to laying specific plans for industry's campaign for repeal of the admissions tax.

The news emerging from President Eisenhower's meeting this week with Republican legislative leaders, revealed that his State of the Union message to be delivered to Congress today will include a request for a balanced budget of about $74 billions, or $2 billions above present levels. This would seem to rule out tax cuts of any kind.

Opposition Expected

The Administration's stand, Compo will take it for granted, will be expressed in opposition to the industry campaign by the Treasury.

"Nevertheless," Coyne said, "we have faced exactly those obstacles before and we have won out. We think our chances to do so again are as good as they were the last time."

All Compo elements seem to be in agreement that the try for final elimination of the Federal admission tax should go ahead during this session of Congress as planned prior to sputnik and the development o spots in the national econom

"We are not talking about money insofar as the govern concerned," Coyne pointe "Complete elimination of the day probably means a loss o where between $36 millions millions annually. That's noth what we were talking abou we were making our previou paigns.

Sees Theatres' Need as C

"Moreover, current industr ditions underline the theatre for elimination of the tax and st en our position in asking for it

Coyne said Compo is in go dition to carry on the campai "We have made many friends gress through grass roots an contacts with Senators and Re tatives on their home groun those friendships have been tained. Moreover, I can devote time that is needed to the ca for the foreseeable future. lieve our chances of success a and we will go ahead as plann

Loew's, RKO Theatres

(Continued from page 1)

spiracy found in the Paramount case was still in existence in the 1946-50 period and that during those years Loew's and RKO favored the distributor defendants in the Paramount case in booking pictures into their New York theatres. The New York district court said the Paramount case judgment was not valid in this case and the second circuit court upheld the decision. Eagle Lion then appealed to the Supreme Court.

Conspiracy Denied

In briefs filed today, Loew's and RKO contended that Eagle Lion had not proved that any conspiracy existed between them and that the Paramount case did not apply. Loew's quoted the lower court judge as saying Eagle Lion had failed to prove "that any losses which they may have sustained were proximately caused by any combination or conspiracy on the part of the defendants."

RKO declared that "for the Paramount case to have any value here the petitioner must prove there was a continuance of the conspiracy during the period in question and must also prove the impact of the conspiracy on the particular local situation." Such proof was not shown by Eagle Lion, RKO said. It claimed "any picture of sufficient quality received the play-off in either the Loew's or RKO houses that it was entitled to."

Four Complainants

The suit was brought by Eagle Lion Studios, Inc., Eagle Lion Films, Inc., PRC Productions, Inc., and Chesapeake Industries, Inc., against Loew's, Inc., RKO Theatres, Inc., and RKO Film Booking Corp.

'Hollywood 23' File Appeal in High Cou

From THE DAILY Bureau

WASHINGTON, Jan. 8. Supreme Court argument on involving 23 former actors, and other industry employes c today on a fine legal point: jus did the 23 tell the California their Constitutional rights hac violated?

The group sued the Motion Association, Society of Indep Motion Picture Producers, lead dependent producers, and the bers and staff of the House Un ican Activities Committee. charged the defendants with certed effort to deny them e ment after they refused to testi fore the House committee's inv tion of alleged Communist act

Evidence Called Lacking

The California trial and app courts threw out the case o ground there was no evidence specific or future contract for for any of the 23 and that the there was no evidence they ha tually lost employment. The 2 pealed to the Supreme Court, for damages and an injunction.

Today attorneys for the 23 to high court that their Constitu rights had been violated by th fendants, that this violation had called to the California courts proper time, and therefore was a er subject for the Supreme Co take into account.

Attorneys for the industry de ants, however, insisted the Cor tional questions had not been br before the California courts a proper time, and therefore shoul be considered by the high court

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 7 NEW YORK, U.S.A., FRIDAY, JANUARY 10, 1958 TEN CENTS

ian Says:

ture Hinges TV Sales, lease Plan

ends Studios Not Yet mitted to the Policies

Special to THE DAILY

MINGTON, Del., Jan. 9—The iate future of the motion pic- ndustry hinges largely on two : the sale post-1948 es to tele- and the shment of release ctures hout the S. H. Fa- president ley War- orp., said today at annual g of the y's stock- s. The film studios still have



S. H. Fabian

(*Continued on page 5*)

ger Introduces His to Ban Toll-TV

From THE DAILY Bureau

SHINGTON, Jan. 9—Senator (R., N.D.) today introduced mised bill to ban toll television. ger became the second Senate r of such legislation; Senator ond (D., S.C.) had previously ced a ban bill. In the house, are now four bills pending to toll TV.

ger's bill provides that the FCC

(*Continued on page 5*)

demy Nominations Be Published Feb. 17

From THE DAILY Bureau

LLYWOOD, Jan. 9 — Academy nt George Seaton set Monday, 7, as the date for disclosing tions in the 30th annual competition. Ballots for vari- cademy categories have been out to respective branch mem- e past week, with more to go!

Dietz Leaves Post at MGM

Howard Dietz's contract as vice-president in charge of advertising, publicity and exploitation will be modified and henceforth his services will become those of consultant under an arrangement presented to the board of directors of Loew's, Inc. by president Joseph R. Vogel and approved by them here yesterday. Dietz's contract was renewed for three years just last spring.



Howard Dietz

Vogel made the following statement: "If we were losing Howard, the company would have great reason

(*Continued on page 5*)

For Election on February 27

Loew Board Agrees On 'Harmony' Slate

Four New Men to Be Named; Action Seen Removing Prospect of New Proxy Fight

A harmony slate of nominees for the Loew's, Inc., board of directors to be elected at the annual meeting of stockholders February 27 was agreed upon at a meeting of the board held yesterday. Four new men will be named.

This eliminates all prospects of another proxy contest at the annual meeting.

The four new men are:

Louis A. Green, partner in Stryker & Brown, investment securities firm, who is also a director and chairman of the finance committee of Grand Union Stores. He is said to have acquired 150,000 or more shares in recent months and to have had the sympathetic interest of Lazard Freres and Lehman Brothers.

Ira Guilden, chairman of the board of trustees of Title Guarantee and Trust Co., and a director of Baldwin Securities Co.

James A. Newman, managing part-

(*Continued on page 5*)

'Arms' to Be in 600 Theatres by April

By JAMES M. JERAULD

(Picture on Page 2)

By Easter Sunday, April 6, David O. Selznick's "A Farewell to Arms" will be playing in 600 theatres in all parts of the world on an advanced

(*Continued on page 2*)

'Playhouse 90' Heads 'Fame' Poll for Second Year in Row

By VINCENT CANBY

For the second year in a row, the Columbia Broadcasting System's Playhouse 90, which has been on the air only two years, was voted television's "Champion of Champions" for 1957 by the newspaper and magazine television editors, critics and columnists of America in TELEVISION TODAY and MOTION PICTURE DAILY's ninth annual poll for "Fame Magazine." Runners up to Playhouse 90 were Hallmark Hall of Fame and Omnibus, both of NBC-TV.

The TV editors and critics, besides voting Playhouse 90 the Best Net-

(*Continued on page 3*)

'Fame' Television Poll Results On Page 4

The complete results of the voting in TELEVISION TODAY and MOTION PICTURE DAILY's eighth annual poll for FAME MAGAZINE are published on page 4 of this issue. First, second and third place winners in all categories are reported. Pictures of the winners on page 3.



Martin Manulis



Perry Como

Barrow Report Hearings Scheduled for March 3

From THE DAILY Bureau

WASHINGTON, Jan. 9—The Federal Communications Commission announced today that it will hold hearings on the Barrow Report starting

(*Continued on page 2*)

Proposes 'Spectaculars' For Closed Circuit TV

From THE DAILY Bureau

HOLLYWOOD, Jan. 9—A "colossal" closed-circuit television show to be produced in Hollywood by members of all branches of production and furnished to theatres monthly is proposed by Producer-Director George Sidney in a letter to Eric Johnston, MPAA president, dated Jan. 7, and stating, "If MPAA would sponsor a

(*Continued on page 5*)

MPA Ad Group Meets Exhibitors Next Week

The Motion Picture Associatnon advertising-publicity directors committee will meet with exhibitor organization representatives here next Wednesday to discuss the proposed business building program and its joint financing by exhibition and distribution. Exhibitor leaders will be here to at-

(*Continued on page 2*)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, and MURRAY SILVERSTONE, president of 20th Century-Fox International, arrived in London yesterday following a 24-hour delay occasioned when the plane they boarded earlier developed motor trouble and had to return to Idlewild Airport here.

•

H. J. YATES, Republic Pictures president, is scheduled to arrive in New York from the Coast this weekend.

•

IRVING RAPPER, director, has returned to New York from Europe.

•

HOWARD G. MINSKY, Eastern sales manager of International Telemeter, left New York yesterday for Los Angeles.

•

JOSEF SOMLO, director of Horizon Pictures, London, returned to England yesterday via B.O.A.C.

Selectivision in 50% Offer to Exhibitors

Exhibitors were offered 50 per cent of the profits from the showing of both film and live programs carried from their theatres via closed circuit telecasts to neighborhood homes by Selectivision, Inc., at a closed meeting of the Independent Theatre Owners Association at the Hotel Sheraton-Astor here yesterday.

In a speech before the Association, Emanuel H. Demby, secretary of Selectivision, said that a survey conducted by the company showed that "the films best known to the public were the films that had already completed their neighborhood runs. These were films which, in the main, they had missed." As a result of the survey, Selectivision plans to show films 90 days after their neighborhood runs.

Wald Succeeds Murphy As President of MPIC

From THE DAILY Bureau

HOLLYWOOD, Jan. 9 — Jerry Wald has been elected president of the Motion Picture Industry Council, succeeding George Murphy, who was praised in a unanimously adopted resolution for his "high standard of leadership" and appointed permanent delegate to the board. Ronald Reagan was elected first vice-president, Frank Nugent second vice-president, Hal Mohr secretary and Steve Broidy treasurer.



M. P. Daily picture

David O. Selznick, at his suite in the St. Regis yesterday.

No More Sales to TV Planned Now: Selznick

David O. Selznick does not contemplate any more sales of pictures to television in the near future. He says he may wait four or five years, or longer.

He agrees with those exhibitors who contend the sale of large blocks of pictures to TV has damaged the business, but says some companies were forced into it by their financial difficulties.

Goldwyn Trial Jurist Hits 'Speculation'

SAN FRANCISCO, Jan. 9—Federal Judge Edward P. Murphy displayed impatience today with counsel for both sides in the Samuel Goldwyn anti-trust suit when, for the fourth straight day Dr. A. K. Beggs, statistical expert for the defense, again occupied the witness stand.

Judge Murphy first vented his displeasure on George Slaff during the Goldwyn attorney's insistent cross-examination of Beggs, who had produced literally pounds of statistical charts tending to prove that the Goldwyn films were not discriminated against by National Theatres and other defendant exhibitor affiliates. A number of hypothetical questions by Slaff in an attempt to impair the validity of Begg's charts was interrupted when Judge Murphy exclaimed:

Wants 'No More of It'

"For the last 15 minutes we have been indulging in pure speculation and I want no more of it."

A short time later, while the witness was attempting to explain how his analyses proved National's film bookings and rentals were as fair to Goldwyn as to any other producer, Judge Murphy tartly interjected:

"I am somewhat fed up with expertise."

MPA Ad Group

(*Continued from page* 1)

tend conferences on the industry arbitration plan.

The ad-publicity committee met here yesterday to map further steps following approval of the business building program earlier in the week by the MPA board of directors.

Next Thursday the committee is scheduled to meet with the MPA board to go over the $75,000 report of the Opinion Research Bureau on reasons why people do or do not go to theatres.

Barron Report

(*Continued from page* 1)

March 3. Interested individuals and groups were invited to give testimony before the Commission. The hearings are expected to be lengthy but no cut-off date was given nor was it indicated whether they would be continuous or spaced.

The controversial report recommended among other things, that the networks be directly regulated by the FCC and that many current network trade practices be prohibited.

WGA and AMG Part

HOLLYWOOD, Jan. 9 — Writers Guild of America, West, today disclosed it has served a 12-month termination notice on Artists Managers Guild at a meeting Tuesday night. The contract, originally signed in 1948, was terminated at this time "to speed up negotiations and clear the way for drafting a new agreement in both fields, movie and television," the Guild explained.

Einfeld in Chicago

Charles Einfeld, vice-president of 20th Century-Fox, is in Chicago to formulate plans for the opening, on Jan. 23, of David O. Selznick's "A Farewell to Arms" at the Oriental Theatre.

Industry Changes Shouldn Cause Panic, Says Selznic

"There may be many change this business during the next tw three years," says David O. Selz "but there is no point in capital on bad times to stir up a panic.

"The industry is in a state of e tion, not revolution. I am not cry balling; I am trying to meet c tions as I find them. Some of companies are setting up new agements, hoping that will ma difference."

'Arms' Date

(*Continued from page* 1)

price roadshow basis, the proc told the trade press at a confe here yesterday. This will be a t a new way of getting the invest back on a multi-million dollar pi without waiting two or three yea it to filter down to the late subse runs through the usual clearance tems.

The plan disregards the prece set by mass regional openings v are made possible by concentr prints in restricted areas, follow staggered releases over a perio weeks; or the newer adaptation c regional openings which confin multiple-dating to cities; or the ticket reserved seat system of shows a day and long runs simi "The Ten Commandments" "Around the World in 80 Days

20th-Fox Plan Recalled

Spyros P. Skouras, 20th-Fox ident, and Murray Silverstone, of the company's foreign organiz tried this plan on a small sca London and adjoining cities on King and I" by opening in 12 h instead of following the tradi clearance system. It was a huge cess.

Selznick wanted the same ki action on "Farewell," but re that admission scales could not cluded in the sales contracts.

His theory, as he explained i terday, was that motion pictures have to follow the general mer dising trend of taking the goo the customers instead of waitin them to come downtown to get

NEW YORK THEATI

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SH

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 f Single copies, 10c.

957 TV Poll

(Continued from page 1)

k Program, also selected it as the Live Dramatic Program of this year. The program is produced Martin Manulis.

haring top honors in television for 7 was NBC-TV's Perry Como, who named Best Television Performer the "Champion of Champions" s. In addition, Como was voted Male Vocalist while his show voted Best Popular Music Show placed third in the list of Best iety Programs.

Steve Allen a Double Winner

The show headed by NBC-TV's e Allen, last year's Best Televi- Performer in the "Champion of mpions" class, was this year voted Variety Program and Allen him- was named Best Master of Cere- nies. CBS-TV's The Ed Sullivan w, named two years ago as Best work Program in the "Champion Champions" category, this year ed second under the Best Variety gram listing.

at Boone, star of ABC-TV's The Boone Show, and who this year named in the Motion Picture ly-Fame poll of motion picture bitors as the third biggest box e star in the country, was voted the television editors and critics be TV's Most Promising Male r of Tomorrow," thereby estab- ing something of a precedent for talent that will come after him. es Garner and Jimmy Dean fol- ed him in the voting.

Polly Bergen Most Promising

olly Bergen, star of NBC-TV's Polly Bergen Show and who also ed with the critics in a special tside" assignment for CBS-TV in e Helen Morgan Story," was ed by the newspaper and maga- writers to be the Most Prom- g Female "Star of Tomorrow." ice Munsel, who has her own w on ABC-TV, and Shirley Mac- ne, who has been seen on all the works on a free lance basis, placed nd and third, respectively, in the r of Tomorrow" category.

BS-TV's Lucille Ball, a veteran ner of many Television Today- ion Picture Daily polls for ne, this year as last was voted t Comedienne. She and her hus- d, Desi Arnaz, came in in the ber two spot in the Best Comedy m listing, following the winning bination of CBS-TV's George ns and Gracie Allen.

Jack Benny Scores

nother veteran and one who also n the CBS-TV stable, Jack Benny, named Best Comedian for 1957. was followed in the number two three spots by, respectively, NBC- s George Gobel, and CBS-TV's Silvers, who won the top spot year. This year, as last, however, Phil Silvers Show was named Comedy Show as well as Best edy Film Series. There obviously still is a lot of mileage left in the bumptious Sgt. Bilko.

Runners up in the number two and three spots to this year's Best Television Performer, the "Champion of Champions" Perry Como, were, respectively NBC-TV's Dinah Shore and the aforementioned Steve Allen.

Miss Shore was named Best Female Vocalist for 1957, which is getting to be a habit with her. She took top honors in the same category in 1956 as well as in 1955. NBC-TV's Gisele Mackenzie and CBS-TV's Patti Page followed Miss Shore. In addition, Miss Shore's show, The Dinah Shore Chevy Show, was voted the TV Show Making the Most Effective Use of Color, with the Perry Como Show and NBC Matinee Theatre second and third.

Meanwhile, runners up to Perry Como in the Best Male Vocalist listing in 1957 were the ever-active and still - growing - more - popular Frank Sinatra, of ABC-TV, and Eddie Fisher, who now co-stars with George Gobel in a weekly NBC-TV variety show.

Named Best Live Mystery Program was NBC-TV's Suspicion, a new show this season produced by—but not starring as host—Alfred Hitchcock. CBS-TV's Climax came in second. Hitchcock's contribution to CBS-TV, Alfred Hitchcock Presents, this year again won first place as Best Mystery-Adventure Film Series, followed by CBS-TV's Perry Mason and NBC-TV's Meet McGraw.

CBS-TV's Seven Lively Arts, which caused lively discussion several times during the season with its off-beat presentations, was voted by the critics and columnists the Most Unique New Program. It placed ahead of CBS-TV's Twentieth Century and NBC-

(Continued on page 5)

Television's Best of 1957


Pat Boone


Polly Bergen


Steve Allen


Lucille Ball


George Burns & Gracie Allen


Jack Benny


Dinah Shore


Alfred Hitchcock


Loretta Young


Lawrence Spivak (Meet the Press)


John Daly


Jack Barry (Twenty-one)


Howard Barlow


Walt Disney


Doug Edwards


George Fenneman


Mel Allen


Albert McCleery (Matinee Theatre)


Jimmy Dean


Garry Moore

Complete Results of 'Fame' TV Pol

COMPLETE results of the voting by newspaper and magazine television editors, critics and columnists in TELEVISION TODAY and MOTION PICTURE DAILY's ninth annual poll for *Fame Magazine* to determine the best programs and performers of the past year are published herewith. Sponsors, agencies, networks and telecast time (E.S.T.) are given for first place winners; network for others.

Following are the complete results of the 1957 voting:

BEST NETWORK PROGRAM ("Champion of Champions")

1. PLAYHOUSE 90 (CBS-TV), Thursdays, 9:30-11:00 P.M., multiple sponsors & agencies).
2. HALLMARK HALL OF FAME (NBC-TV).
3. OMNIBUS (NBC-TV).

BEST TELEVISION PERFORMER ("Champion of Champions")

1. PERRY COMO (NBC-TV, Saturdays, 8:00-9:00 P.M., multiple sponsors & agencies).
2. DINAH SHORE (NBC-TV).
3. STEVE ALLEN (NBC-TV).

MOST PROMISING NEW MALE STAR OF TOMORROW

1. PAT BOONE (ABC-TV, Thursdays, 9:00-9:30 P.M., Chevrolet Motor Div., General Motors Corp., Campbell-Ewald Co., Inc.).
2. JAMES GARNER (ABC-TV).
3. JIMMY DEAN (CBS-TV).

MOST PROMISING NEW FEMALE STAR OF TOMORROW

1. POLLY BERGEN (NBC-TV, alternating Saturdays, 9:00-9:30 P.M. Max Factor; Doyle, Dane, Bernbach, Inc.).
2. PATRICE MUNSEL (ABC-TV).
3. SHIRLEY MACLAINE (All Networks).

SHOW MAKING MOST EFFECTIVE USE OF COLOR

1. THE DINAH SHORE CHEVY SHOW (NBC-TV, Sundays, 9:00-10:00 P.M., Chevrolet Motor Div., General Motors Corp., Campbell-Ewald Co., Inc.).
2. THE PERRY COMO SHOW (NBC-TV).
3. MATINEE THEATRE (NBC-TV).

BEST COMEDIAN

1. JACK BENNY (CBS-TV, alternating Sundays, 7:30-8:00 P.M., American Tobacco Co., Batten, Barton, Durstine & Osborn, Inc.).
2. GEORGE GOBEL (NBC-TV).
3. PHIL SILVERS (CBS-TV).

BEST COMEDIENNE

1. LUCILLE BALL (CBS-TV, I Love Lucy, Wednesdays, 7:30-8:00 P.M., W. A. Sheaffer Pen Co.—Russel M. Seeds Co., Inc., Gold Seal Co.—Campbell-Mithun, Inc.).
2. EVE ARDEN (CBS-TV).
3. GRACIE ALLEN (CBS-TV).

NBC Takes 14 of 29 Firsts, CBS-TV, 12, ABC, Three, in 9th Annual 'Fame' Poll

The National Broadcasting Company's television programs and performers captured 14 out of 29 first places in the annual TELEVISION TODAY and MOTION PICTURE DAILY television poll for FAME MAGAZINE in 1957, while the Columbia Broadcasting Company won 12 firsts and the American Broadcasting Company three firsts.

The box score in the runner-up positions gave CBS-TV 14 second places and 12 thirds, while NBC-TV won 11 second places and 10 thirds. ABC-TV won four seconds and four thirds.

CBS-TV swept four complete categories—Best Comedy Team, Best Comedienne, Best Comedy Show and Best Panel Quiz Show. NBC-TV, which took three complete categories in 1956, took two in 1957—Best TV Performers and TV Show Making The Most Effective Use of Color. For the second year in a row, CBS-TV's publicity service was voted best by the critics and columnists but that citation is not counted among the program and performer firsts.

BEST COMEDY TEAM

1. GEORGE BURNS & GRACIE ALLEN (CBS-TV, Mondays, 8:00-8:30 P.M., Carnation Co.—Erwin, Wasey, Ruthrauff & Ryan, Inc., General Mills, Inc.—B.B.D. & O.).
2. LUCILLE BALL & DESI ARNAZ (CBS-TV).
3. IDA LUPINO & HOWARD DUFF (CBS-TV).

BEST COMEDY SHOW

1. PHIL SILVERS (CBS-TV, You'll Never Get Rich, Tuesdays, 8:00-8:30 P.M., Procter & Gamble Co.—Leo Burnett Co., R. J. Reynolds Tobacco Co.—William Esty Co.).
2. JACK BENNY SHOW (CBS-TV).
3. RED SKELTON SHOW (CBS-TV).

BEST VARIETY PROGRAM

1. STEVE ALLEN SHOW (NBC-TV, Sundays, 8:00-9:00 P.M., multiple sponsors & agencies).
2. THE ED SULLIVAN SHOW (CBS-TV).
3. PERRY COMO SHOW (NBC-TV).

BEST PANEL DISCUSSION PROGRAM

1. MEET THE PRESS (NBC-TV, Sundays, 6:00-6:30 P.M., Pan American World Airlines, J. Walter Thompson).
2. FACE THE NATION (CBS-TV).
3. THE LAST WORD (CBS-TV).

MOST UNIQUE NEW PROGRAM

1. SEVEN LIVELY ARTS (CBS-TV).
2. TWENTIETH CENTURY (CBS-TV).
3. WHAT'S IT FOR? (NBC-TV).

BEST DRAMATIC PROGRAM

1. PLAYHOUSE 90 (CBS-TV).
2. KRAFT TELEVISION THEATRE (NBC-TV).
3. STUDIO ONE (CBS-TV).

BEST MYSTERY PROGRAM

1. SUSPICION (NBC-TV, Mondays 10:00-11:00 P.M., Ford Motor Division—J. Walter Thompson Co., Philip Morris Co.—N. W. Ayer & Son).
2. CLIMAX (CBS-TV).

BEST DRAMATIC FILM SERIES

1. LORETTA YOUNG SHOW (NBC-TV, Sundays, 10:00-10:30 P.M., Proctor & Gamble, Benton & Bowles, Inc.).
2. GENERAL ELECTRIC THEATRE (CBS-TV).
3. SUSPICION (NBC-TV).

BEST MYSTERY-ADVENTURE FILM SERIES

1. ALFRED HITCHCOCK PRESENTS (CBS-TV, Sundays, 9:30-10:00 P..M., Bristol-Myers Co., Young & Rubicam, Inc.).
2. PERRY MASON (CBS-TV).
3. MEET MCGRAW (NBC-TV).

BEST VOCALIST (Male)

1. PERRY COMO (NBC-TV, Saturdays, 8:00-9:00 P.M., multiple sponsors & agencies).
2. FRANK SINATRA (ABC-TV).
3. EDDIE FISHER (NBC-TV).

BEST VOCALIST (Female)

1. DINAH SHORE (NBC-TV).
2. GISELE MACKENZIE (NBC-TV).
3. PATTI PAGE (CBS-TV).

BEST MUSICAL SHOW (Classical)

1. VOICE OF FIRESTONE (ABC-TV, Mondays, 9:00-9:30 P.M., Firestone Tire & Rubber Co., Sweeney & James Co.).
2. NBC OPERA (NBC-TV).

BEST MUSICAL SHOW (Popular)

1. PERRY COMO SHOW (NBC-TV).
2. THE BIG RECORD (CBS-TV).
3. LAWRENCE WELK SHOW (ABC-TV).

BEST COUNTRY MUSIC SHOW

1. THE JIMMY DEAN SHOW (CBS-TV, Monday-Friday, 7:00-7:45 A.M., multiple sponsors & agencies).
2. COUNTRY MUSIC JUBILEE (ABC-TV).
3. GRAND OLE OPRY (ABC-TV).

BEST COMEDY FILM SERIES

1. THE PHIL SILVERS SHOW (CBS-TV, Tuesdays, 8:00-8:30 P.M.).
2. FATHER KNOWS BEST (NBC-TV).
3. I LOVE LUCY (CBS-TV).

BEST QUIZ SHOW (Panel)

1. WHAT'S MY LINE? (CBS-TV, Sundays, 10:30-11:00 P.M., F
Curtis Industries, Inc.—M
Erickson, Inc., Remington
Inc.—Young & Rubicam, Inc.
2. I'VE GOT A SECRET (CBS-T
3. TO TELL THE TRUTH (CBS

BEST QUIZ SHOW (Audience Participation)

1. TWENTY-ONE (NBC-TV, days, 9:00-9:30 P.M., Ph ceuticals, Inc., Parkson Adve Agency, Inc.).
2. GROUCHO MARX—YOU BET LIFE (NBC-TV).
3. $64,000 QUESTION (CBS-TV)

BEST MASTER OF CEREMO

1. STEVE ALLEN (NBC-TV).

(Continued on page 5)

CBS and Y & R Pres Services Voted Best

Television editors, critics columnists, voting in the nint nual TELEVISION TODAY and M PICTURE DAILY poll for *Fame zine* took cognizance of the i



Harry Rauch C. Oppenh

able services rendered by those and departments devoted t promotion of their wares, who, same time, serve a worthwhile tion in imparting information.

The Columbia Broadc System's publicity service, head Charles Oppenheim, director in c of television publicity and affairs, was voted the best in followed closely by the Na Broadcasting Company and American Broadcasting Com These results, incidentally, are i cal with those of the 1956 poll.

Thompson, BBD&O Follov

Likewise, the TV Publicity Di Bureau of Industrial Service of and Rubicam, was named the advertising agency publicity s for the second consecutive year. Rauch is manager of the ag TV publicity division. In secon third places were J. Walter Thor and Batten, Barton, Durstine an born. Cited for the best indepe publicity service was Rogers, C and Jacobs, followed by Dav Alber and Communications C lors, Inc. (CCI).

7 TV Poll

(*Continued from page 3*)

What's It For? Following close e voting which named CBS-TV's house 90 the Best Live Dramatic ram were NBC-TV's veteran pre- ation, the Kraft Television Thea- and CBS-TV's equally esteemed venerable, Studio One. NBC- Loretta Young Show and CBS- General Electric Theatre, both hour shows, placed first and sec- respectively in the Best Dramatic Series category.

bian Hits TV Sales

(*Continued from page 1*)

committed themselves to these essential policies, he added.

n common with business gen- y box office receipts are lower those of one year ago," Fabian the stockholders. "Many econo- s and leaders of business com- ities believe that the present dip he national economy may turn an upward swing by mid-year."

n improvement in business for tres, however, depends on action the studios on the points men- d, the circuit head declared. "I ve the studios should decline to to TV the pictures made after , retaining such libraries solely the profitable market of reissue eatres. The important Producer's d has already made this demand. oubtedly other powerful guilds make similar requests.

Wants Spaced Releases

econdly—the studios should re- these top audience pictures ughout the year rather than hed around the holidays."

presenting the financial report the first quarter of the current ended November 30, Fabian d that the benefits to Stanley ner accruing from its diversifica- program have become increasing- pparent.

eatre admission and merchandise and other income for the quar- vas $28,150,800 as compared with 143,200 for the same quarter year ago. The net profit amounted $804,500 after deducting all ges including $1,260,300 for de- iation and amortization and),000 for federal and foreign in- e taxes. For the comparable quar- last year the net profit was $969,- after depreciation and amortiza- charges of $1,215,500 and fed- and foreign income taxes of 45,700.

Profit Down Slightly

he profit for the quarter ended ember 30, is equivalent to 39¢ share on the 2,061,099 shares of mon stock now outstanding. For corresponding quarter last year, net profit was equivalent to 45¢ share on the common stock then tanding.

arry M. Kalmine, Dr. Charles F. hann and Maurice A. Silver were lected as directors.

Loew's 'Harmony' Slate Set

(*Continued from page 1*)

ner of Graham-Newman and Co.; chairman of the executive committee of the Government Employees Insurance Co. and Government Employees Life Insurance Co., Washington.

Philip A. Roth, vice-chairman of the board of trustees of Title Guarantee and Trust Co.; director, Trade Bank & Trust Co., Baldwin Securities Co. and The Midvale Co., and executive vice-president and treasurer of General Industrial Enterprises.

All are substantial stockholders in the company, it was stated.

"After the meeting this afternoon," read a formal statement issued yesterday by the company, "it was pointed out that the election of the new board which would work in harmony would place management in a position to forge ahead with its program to revitalize the company. A number of large stockholders have indicated approval and support of the announced slate."

The men who will leave the board are: Louis A. Johnson, a Vogel supporter in the recent proxy battle; K. T. Keller, Ray Lawson and Stanley Meyer. Keller and Meyer were friends of the late Louis B. Mayer, and it was generally understood that Mayer was the man who interested Joseph Tomlinson in acquiring large blocks of the Loew stock.

Keller is a retired former chairman of the Chrysler Corp. board. Lawson is chairman of Lawson & Jones, Ltd., of Canada where Tomlinson has extensive business interests. Johnson is a lawyer.

The full slate of nominees is: Ellsworth C. Alvord, Omar N. Bradley, Charles Braunstein, Samuel Briskin, Bennett Cerf, Francis W. Hatch, George Killion, J. Howard McGrath, Benjamin Melniker, Robert H. O'Brien, William A. Parker, Charles H. Silver, John L. Sullivan, Joseph Tomlinson and Joseph R. Vogel.

Urges Spectaculars

(*Continued from page 1*)

preliminary meeting called for this purpose I am confident it would lead to a definite program of attack."

The letter, written by Sidney as an individual, says he understands the "inroads television has made into our Sunday night audience" by regular television programs and "blockbusters that occasionally bombard our theatrical fronts" are "one of the most acute problems."

He goes on, "My proposal takes the form of a regular Sunday night closed-circuit super-variety show directed from Hollywood and carried exclusively to motion picture theatres across country. It is not an enterprise for any one studio or group to undertake. It is something that requires the concerted action of the entire industry, with all production and exhibitor interests actively participating.

Costs Would Be Shared

"Each studio and production organization would share in the costs, and the whole industry would reap its benefits. Costs would be pro-rated on a basis to be determined by the participating organizations. Our aim would be to build a special closed-circuit show, monthly—probably an hour in length—on which outstanding motion picture personalities would appear. It would warrant the best contributing efforts of everyone in the industry. Writers, producers, directors, actors, technicians, and everyone else who has something important at stake, as well as an obligation to fulfill. This combination of talent and creative and administrative brains would be formidable as a counter-attraction to the television Sunday night bid for the public's attention."

Last industry undertaking along similar lines was headed by Johnston for MPAA and progressed, over 18 months, to a point where the ABC network, which was to have telecast the program consisting of stars and excerpts from impending features, abandoned efforts to compile the pilot film. The project was dropped, eventually, when conflicts, both on the talent side and between participating studios, indicated a consistent production schedule could not be maintained.

Dietz Leaves

(*Continued from page 1*)

for regret. His career with the company has been one of the unquestioned accomplishments. I have accepted his resignation from advertising and publicity at his own request and am happy that we have retained him for other creative functions, even those of a non-exclusive basis."

Dietz issued a statement yesterday which said, in part: "I am not leaving MGM and MGM is not leaving me. Under a new arrangement made at my request, my services for several years to come will be advising on many matters concerning the company. Also, the studios will have a call on me for script writing and lyrics.

"I am relinquishing my job as vice-president in charge of advertising and publicity. Having worked in that field for more than 40 years, I have a personal emotion about leaving this department. But there are good men to carry on. And they can call on me if needed.

"In my opinion, Joe Vogel's policy will do the trick for MGM. He has accomplished a great deal already. He is a showman and a practical executive, and he gives all his time, days, nights and holidays to his task."

Howard Strickling, studio publicity director, is coming to New York next week to meet with Vogel, Dietz, Silas Siedler, advertising director, and Dan Terrell, publicity director, at which time plans for the future, and operation of the department will be worked out in detail.

Poll Winners

(*Continued from page 4*)

2. GARRY MOORE (CBS-TV).
3. JACK PAAR (NBC-TV).

BEST ANNOUNCER

1. GEORGE FENNEMAN (Multiple shows, NBC-TV).
2. FRANK GALLOP (NBC-TV).
3. DON WILSON (CBS-TV).

BEST NEWS COMMENTATOR

1. DOUGLAS EDWARDS (CBS-TV, Monday-Friday, 6:45-7:00 P.M. & 7:15-7:30 P.M., multiple sponsors, agencies).
2. DAVID BRINKLEY (NBC-TV).
3. JOHN DALY (ABC-TV).

BEST SPORTSCASTER

1. MEL ALLEN (All Networks).
2. DIZZY DEAN (All Networks).
3. RED BARBER (All Networks).

BEST DAYTIME PROGRAM

1. MATINEE THEATRE (NBC-TV, daily, multiple sponsors, agencies).
2. GARRY MOORE SHOW (CBS-TV).
3. TODAY (NBC-TV).

BEST CHILDREN'S PROGRAM

1. DISNEYLAND (ABC-TV, Wednesdays, 7:30-8:30 P.M., multiple sponsors, agencies).
2. CAPT. KANGAROO (CBS-TV).
3. MICKEY MOUSE (ABC-TV).

BEST COMMERCIAL

1. PIEL'S BEER (Bert & Harry).
2. FALSTAFF BEER.
3. KRAFT FOODS.

BEST NETWORK PUBLICITY SERVICE

1. CBS.
2. NBC.
3. ABC.

BEST ADVERTISING AGENCY PUBLICITY SERVICE

1. YOUNG & RUBICAM'S BUREAU OF INDUSTRIAL SERVICE.
2. J. WALTER THOMPSON CO.
3. BATTEN, BARTON, DURSTINE & OSBORN.

BEST INDEPENDENT PUBLICITY SERVICE

1. ROGERS, COWAN & JACOBS.
2. DAVID O. ALBER.
3. COMMUNICATIONS COUNSELORS, INC.

Langer Bill

(*Continued from page 1*)

cannot authorize toll TV until it is specifically authorized to do so by Congress. Langer declared he opposes pay TV because "it will ultimately result in poor people getting poor programs while those who can afford to pay can view special programs."

"UP THERE WITH THE BIGGEST GROSSERS EVER TO PLAY THE VICTORIA THEATRE, N.Y.!"

— MAX FELLERMAN
— General Manager



"Unquestionably the finest American film of the year!"
— Saturday Review

kirk douglas "paths of glory"

KIRK DOUGLAS in "PATHS OF GLORY" co-starring RALPH MEEKER · ADOLPHE MENJOU with George Macready · Wayne Morris
Richard Anderson · Screenplay by Stanley Kubrick, Calder Willingham and Jim Thompson · Based on the novel by Humphrey Cobb
Directed by STANLEY KUBRICK · Produced by JAMES B. HARRIS · A Bryna Production

THRU UA

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 8 NEW YORK, U.S.A., MONDAY, JANUARY 13, 1958 TEN CENTS

MPO Acts

exans Ask CC Put Halt o TV Claims

e Individual Policy Refusing Film Sales

Texas Council of Motion Pic- Organizations is lodging "strong ts" with members of the Federal nunications Commission and regulatory agencies asking that sion stations be restrained from tising that they are telecasting t or new feature films.

Texas exhibitor organization formed Eric Johnston, president Motion Picture Association, of tion in a letter date January 6 replying to one sent them by on about ten days ago. Early

(*Continued on page 7*)

anski Applauds 'Arms' Sales Plan

Special to THE DAILY

STON, Jan. 12—Enthusiastic for 20th Century-Fox's sales on the David O. Selznick pro- n of "A Farewell to Arms" came Samuel Pinanski, president of ican Theatres here, at the week-

nick described the sales policy

(*Continued on page 2*)

miss Gov't Suit inst RCA, NBC

Special to THE DAILY

LADELPHIA, Jan. 10 — The ust suit brought by the Gov- nt against Radio Corp. of ca and National Broadcasting as dismissed in U. S. District here on Friday by Chief

(*Continued on page 6*)

elevision Today

Page 6

Isley Circuit Adopts Special Campaign To Offset 'Downbeat' Attitude Toward Theatres

Special to THE DAILY

DALLAS, Jan. 12—Phil Isley, president of the Isley Circuit with operations in Texas and California, has announced that his theatres are conducting a spirited campaign "to offset the down-beat attitude of theatre management which is being reflected to the public." Following a series of orientation meetings with his home office executives and theatre personnel, Isley has initiated a program centered around the slogan, "Business Is Good at the Movie Theatres."

The campaign encompasses all advertising media and includes a composite mat, special trailer, bumper strips, a 40x60 lobby display and an attractive banner—all designed to induce a more favorable viewpoint in the public's mind, counteracting recent pessimistic remarks of press and television commentators.

Isley reports the campaign, which has been in effect for two weeks, appears to be stirring a great amount of interest and suggests that other exhibitors utilize a similar program.

Columbia Appoints Judd As Southwest Manager

Jack Judd, Columbia's branch manager in Pittsburgh for the past seven years, has been named the company's Southwest division manager with headquarters in Dallas, it was announced at the weekend by Rube Jackter, general sales manager. Judd will have supervision over the branch offices in Dallas, Houston, Oklahoma City and Memphis.



Jack Judd

Frank Silverman, a salesman in the Pittsburgh exchange, will become the

(*Continued on page 7*)

Opposition to Loew's Management Dissolved

The absence of four Joseph Tomlinson supporters from the list of nominees for the Loew's Inc., board to be submitted to stockholders at the annual meeting February 27 is believed to mark the end of his efforts to secure control of the company, begun a little over a year ago.

The nomination of Louis A. Green,

(*Continued on page 8*)

New Metering System Used in Bartlesville

Special to THE DAILY

BARTLESVILLE, Okla., Jan. 12—Video Independent Theatres, Inc., has begun testing public reaction here to a metering plan of payment for Telemovies as an alternative to a fixed

(*Continued on page 3*)

Expect to Have 85 Todd-AO Theatres Ready for 'South Pacific' in Spring

By WARREN HARRIS

(Picture on Page 8)

The number of Todd-AO equipped theatres throughout the nation will have reached 85 by the time of the release of "South Pacific" in the wide-screen process early this spring, George J. Schaefer, recently elected president of Todd-AO Corp., predicted here at the weekend.

Todd-AO has, or will shortly complete, installations in 75 key cities, Schaefer said. In a number of them, namely, San Francisco, Los Angeles, Chicago, Boston, Philadelphia, Baltimore, Washington, and New York, there will be two theatres so-equipped. "South Pacific" will premiere at the Criterion Theatre here in April, while "Around the World in

(*Continued on page 8*)

Golden Sees:

1958 Outlook For Industry 'Encouraging'

Estimates 1957 Theatre Receipts $1,300,000,000

By J. A. OTTEN

WASHINGTON, Jan. 12. — The outlook for the motion picture industry in 1958 "should compare favorably with the 1957 trends," Commerce Department film chief Nathan D. Golden has predicted.



Nathan Golden

He declared that "an encouraging factor to offset competition from television is the continued growth in production of feature films by independent film companies." Theatre attendance in 1958 should continue at about 1957 levels, Golden said, adding, however, that a slight increase

(*Continued on page 2*)

Fabian, Schwartz Set To Attend SPG Meeting

S. H. Fabian, president of Stanley Warner Theatres, and Sol A. Schwartz, president of RKO Theatres, said at the weekend they have accepted the invitation of Samuel G. Engel, president of the Screen Producers Guild, to attend a meeting in Hollywood on other guilds as well as exhibition to

(*Continued on page 7*)

O'Donnell to Host at Dallas 'Arms' Screening

Special to THE DAILY

DALLAS, Jan. 12—Bob O'Donnell, president of Interstate Theatres, will bring more than 200 exhibitors, press radio and TV representatives to Dallas Tuesday to view David O. Selznick's "A Farewell to Arms." The

(*Continued on page 7*)

PERSONAL MENTION

WOLFE COHEN, president of Warner Brothers International, left New York at the weekend for Geneva, Switzerland, on the first leg of a trip to Europe and South Africa.

•

CHARLES EINFELD, 20th Century-Fox vice-president, will return to New York today from Chicago.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Detroit and Buffalo.

•

DAVID GOLDING, special representative for DON HARTMAN'S "Desire Under the Elms," has returned to New York from Hollywood.

•

RODNEY BUSH, 20th Century-Fox national exploitation director, will leave here today for Atlanta.

•

CAL LEEDER, supervisor of branch operations for Rank Film Distributors of America, is in Dallas from New York.

•

HOWARD STRICKLING, M-G-M studio publicity head, will arrive in New York today from the Coast.

•

GEORGE MAURER, M-G-M sales department manager, is in Washington from here.

•

TED ARNOW, of Loew's Theatres advertising department, is in Miami Beach from New York.

85th COMPO Ad

The 85th in the series of COMPO ads in "Editor & Publisher," in the current issue, reprints an up-beat article on the industry by Irene Thirer, which was published in the "New York Post" on January 5. Miss Thirer quotes at length from the year-end forecast made by Robert W. Coyne, special counsel for COMPO.

Monroe Levy Dies

Monroe Levy, 49, veteran Radio Corporation of America sound engineer servicing theatres in the Long Island area, is dead of a cerebral hemorrhage His wife and two sons survive.

1958 Outlook 'Encouraging'

(*Continued from page* 1)

in theatre receipts could be anticipated because of higher admission prices. He estimated 1957 theatre gross receipts at $1,300,000,000.

"Barring unforeseen difficulties," the Commerce film chief also said, remittances from abroad in 1958 should be maintained at about the 1957 level, which he estimated at about $210,000,000-$220,000,000. He noted that the foreign market for U.S. films continues to expand.

Industrial Experts Quoted

Golden's estimate of the year ahead was contained in a Commerce Department round-up of the predictions of the heads of each of the major industry divisions in the department. Commerce said each industry outlook summed up the opinions of experts in the field.

Golden conceded there was a decline in attendance in the last quarter of 1957, but said attendance for the full year was still at about the 1956 level. Increased admission prices should account for a small increase in 1957 box-office grosses, the report declared. It estimated average weekly attendance in 1957 at about 45,000,000 or 46,000,000.

Materials and Supplies Included

Production and sales to consumers of photographic apparatus, materials and supplies are expected to reach about $1,800,000,000 in 1958, Commerce said. It declared this was about 5 per cent above 1957. "The demand for these products is growing both in industry and for private use," it reported.

Color television sales will pick up moderately, Commerce predicted, "but large television inventories will probably result in production cutbacks in the first half of the new year."

Arnall and Wald at Stanford Wednesday

From THE DAILY Bureau

HOLLYWOOD, Jan. 12 — Ellis Arnall, president of the Society of Independent Motion Picture Producers, will preside at a Wednesday morning session of the Stanford Research Institute's third annual industrial economics conference, at the Ambassador Hotel.

Jerry Wald, representing the Motion Picture Industry Council and the film industry in general, will address that session, as previously reported, on "Films' Forward Look," marking the first time the film industry has been represented at this conference.

Will Be Dinner Honor Guest

Arnall will be honor guest at the dinner concluding the Stanford conference.

Arnall, who arrived Sunday for a week's stay, also will meet with the organization membership and with the executive committee during his stay, and will confer with the resident officials, Gunther Lessing and Marvin Faris.

$5 Million 'Sheba'

Producers Edward Small and Arthur Hornblow announced at the weekend they have assigned a budget of $5,000,000 for their production of "Solomon and Sheba," which United Artists will release. The picture is expected to start shooting in June, and plans are now underway to film most of the exteriors in Spain and Israel. Interiors will be shot in Italy. The picture will be in color and a wide screen process not yet determined.

Pinanski Applauds

(*Continued from page* 1)

at a press conference in New York last week as "modern merchandising—bringing the picture to the customers through day-and-date area bookings at advanced prices."

Cites Changing Customs

Pinanski for long has been an advocate of what he, too, terms "modern film merchandising," which takes the picture to the customers in outlying growth areas simultaneously with its downtown first runs. His argument is that residents of these growth areas no longer are patronizing downtown first runs because of parking, baby sitting, transportation and other costs and inconveniences, but that they could be attracted by first run pictures to well-kept theatres in their own newly developed neighborhoods.

Pinanski cited the success the "Farewell to Arms" policy already has achieved by theatres in the Los Angeles area.

Praises Spyros Skouras

"I would like to pay my respects to Spyros Skouras, David Selznick and other 20th Century-Fox people for their foresight, courage and imagination in establishing this most profitable distribution policy on 'Farewell to Arms.' It proves them to be real leaders in a time of crisis, capable of making a valuable contribution to the preservation of the industry. It demonstrates that they are not being dragged down by antiquated precedents.

"From the figures published, the public reception of the policy makes it a genuine success. It could be the beginning of a new and prosperous period for the industry if other ducers and distributors are no proud to emulate what 20th-F doing.

"Wherever the policy has played it has been tremend profitable to all concerned. The lic's prompt acceptance of this proves they will seek out ente ment when the picture is right an policy is convenient."

UATC Tries 'Subliminal' No Conclusions Reached

From THE DAILY Bureau

LOS ANGELES, Jan. 12 — "liminal advertising" is being trie at its State Theatre here by the U Artists Theatre Circuit, but no clusions about its effectiveness been reached as yet, accordin James Carbery, West Coast ge manager of the circuit. The ex ment has been underway for weeks, but a longer period is ne to prove anything definite either he pointed out.

The technique used at the Sta to flash on the screen a single popcorn" frame before intermiss UATC will not use the system in of its other theatres unless it p profitable, Carbery said.

Gordon, Stellings Se To Address Texas M

Special to THE DAILY

DALLAS, Jan. 12—Julius Go president of Allied States Associ of Motion Picture Exhibitors, Ernest G. Stellings, president of atre Owners of America, wil among the speakers at the sixth unal convention of the Texas In Theatre Owners' Association held here January 19, 20, and the Baker Hotel.

Also Velde, Mack, Nicholso

Also scheduled as speakers James Velde, general sales man United Artists Corp.; Price D governor of Texas; Waggoner speaker of the House of Repres tives of Texas; James Nicholson, dent, American International Pict and Irving Mack, Filmack T Company.

New Dietz Salary

Howard Dietz, who last wee linquished his post as vice-pres in charge of advertising, publicity exploitation of Loew's, Inc., to come a consultant to the com will receive $1,000 a week, it wa ported at the weekend. This 50 per cent cut from his pre salary, under the modification o contract.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor. Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.

PEOPLE

Tom Steadman, formerly manager he Magnolia Drive-in, Charleston, C., and now a resident of Florida, he new owner of the Haree The- and Starlite Drive-in, Wauchula,

□

William Kumins, branch manager Warner Brothers in Boston, has n named chairman of the March Dimes drive for the theatre divi- of Suffolk County.

□

T. F. McCleary has been named nager of the Pittsburgh branch e of National Theatre Supply Co. office serves the Western Penn- ania and Northern West Virginia as.

□

Robert Sherman, until recently h RKO Theatres, has joined the gett and Florin Booking Agency e as executive assistant.

□

Phil Harrington, assistant manager he Stanley Warner Strand Theatre, tford, has been shifted to the cir- 's Capitol Theatre, Springfield, ss., with Al Baron, the Springfield stant, replacing Harrington in tford.

ew Metering Plan

(*Continued from page* 1)

nthly charge, it was announced ay. Henry S. Griffing, Video pres- nt, said prospective subscribers to system are being offered their ice of the original plan—$9.50 per nth for approximately 30 motion ures on two channels—and a ered system based on a charge for h film viewed.

Minimum charge for metered tele- vies is $3.50 per month, which es the subscriber any five pictures wn on either channel during the nth. Additional pictures are figured approximately 65 cents each—the nission charge at Video's first-run ventional theatre in downtown tlesville.

Griffing stressed that the new pay- nt play is only a trial to learn ether subscribers prefer to pay on er-picture-viewed basis instead of flat monthly fee.

Our whole approach is to find out at the public wants," he explained. the reaction to the meters is good, will swing our effort in that direc- n."

The meter being used for the test device produced by Electronics ernational, Inc., of Oklahoma City, ch records only the amount of e the subscriber's set is receiving emovies. It is installed outside the ne, at the point where the feeder enters the building. The meter be read monthly to determine the nber of pictures viewed by the ount of time logged.

Three Top Exhibitors Back 'Oscar' Telecast

Three exhibitors operating more than 150 theatres in different parts of the country issued statements through COMPO at the weekend pledging their support of the Academy Awards telecast and calling on other exhibitors to join in the drive to build a record-breaking audience for the Awards TV show.

Sam Pinanski, president of the American Theatres Corporation of Boston, and member of the COMPO triumvirate, said: "At long last the industry has its own TV show, and we plan to exploit it with all the showmanship at our command in every theatre in the circuit. I am convinced that if the show has the enthusiastic promotion of our entire industry the results will be most rewarding to all."

'What We've All Wanted'

David B. Wallerstein, president of Balaban & Katz and Great States Theatres in Illinois, was equally enthusiastic. "This year's Academy telecast," he said, "is what we've all wanted—our own show, sponsored solely by and for the industry. How can we do less for an event worth so much to all of us than to back it for all its worth."

Henry G. Plitt, president of the Paramount Gulf Theatres of New Orleans, said: "The exhibitors' gratitude for our industry's sponsorship of this great annual television event should be expressed by an all-out enthusiastic approach pointing with pride to this as 'our show'." Plitt is chairman of the TOA committee to tie in with the Academy Awards and development of new personalities.

Rank Electronic Unit Pays Stock Dividend

From THE DAILY Bureau

LONDON, Jan. 12—The Treasury today granted Rank's Cinema Television Ltd. permission, subject to the approval of shareholders, to capitalise £648,127 of the company's undistributed profits and to issue as a fully paid bonus to ordinary shareholders additional shares on the basis of one for one.

The announcement was accepted in financial circles as an ample demonstration of the stability of Cinema Television, Ltd. Rank disclosed a year ago that the company had commenced research on several important long term electronic projects. The company will be known in the future as Rank Cintel, Ltd.

K.C. Men Elect

KANSAS CITY, Mo., Jan. 12—Richard Orear, vice-president of Commonwealth Theatres, Inc., has been elected president of the Motion Picture Association of Greater Kansas City. Other officers, named by the association's board of directors, are: Harry Gaffney and Frank Thomas, vice-presidents; M. B. Smith, secretary, and Richard M. Durwood, treasurer.

Brochure on Hollywood Prepared for Public

From THE DAILY Bureau

HOLLYWOOD, Jan. 12 — An illustrated folder answering "some of the most common questions everyone seems to want answered about Hollywood" has been prepared as a mailing piece by the Hollywood Chamber of Commerce with the co-operation of the Association of Motion Picture Producers.

The brochure is prepared in question-and-answer form and contains full replies to such queries as "What does a motion picture studio look like?" "How does one enter the motion picture business?" and "Why is the public not allowed to visit the motion picture studios?" among others frequently asked.

Buy 'A' TV Time for 'Bonjour' Promotions

Columbia Pictures last week announced plans to advertise Otto Preminger's "Bonjour Tristesse" on night-time television at prime "A" periods. The five-day campaign started Saturday on three New York stations. The picture has its premiere at the Capitol on Broadway on Wednesday.

The TV spots include the 8:10 P.M. slot on WRCA-TV and WCBS-TV and on the "Million Dollar Movie" show of WOR-TV. On the first two stations ten-second spots will be used and 20-second spots on WOR-TV. Other local promotion for the film will include 80 one-minute and 10-second spots on seven metropolitan radio stations.

Film Production Company Formed Here

The formation of Miro Productions, Inc. by Harold Robbins, Gene Milford and Raymond Scott was announced here at the weekend. As the result of an association with Mikaro Studios and M. K. R. Films, the new company has at its disposal facilities for the conception, production, editing and scoring of motion pictures.

Miro executives are: Milford, president; Robbins, executive vice-president; Sid Katz and Ralph Rosenblum, of M. K. R., and Scott, vice-presidents; Arthur D. Gordon, treasurer; and Max Spivak, secretary and general counsel.

Projectionists Elect

WILMINGTON, Del., Jan. 12 — Philip Jones, projectionist at Stanley Warner's Warner Theatre, was reelected president of the Projectionists Local 473 here for the 21st year. Elected again to office for the 19th year are business manager John Raymond Waller, also of the Warner, and treasurer Frank Eckert, of Loew's Aldine. Other officers elected are Joseph J. Piekarski, Rialto, vice-president, and Walter D. Sullivan, Stanley Warner's Ritz, secretary.

. . . NEWS ROUNDUP

Frenk to Paramount Int'l

Hugo Frenk, editor-writer whose latest post has been that of assistant editor of the Spanish Condensed Book project of "Readers' Digest," has been named Paramount International publicity director for Latin America.

'Quiet' Dates Slated

Joseph L. Mankiewicz's "The Quiet American," a United Artists release, will have simultaneous West Coast premieres at the Fine Arts Theatre in Los Angeles and the United Artists Theatre in San Francisco on January 23.

Curtis, and Poitier Cast

Stanley Kramer has announced that Tony Curtis and Sidney Poitier will co-star in "The Defiant Ones," original screenplay by Nathan E. Douglas and Harold J. Smith, which starts filming March 1.

Friedel Leaves Universal

Sam Friedel, circuit sales analyst for Universal Pictures for the past 11 years and prior to that with M-G-M for 18 years in various distribution posts, has terminated his services with the company.

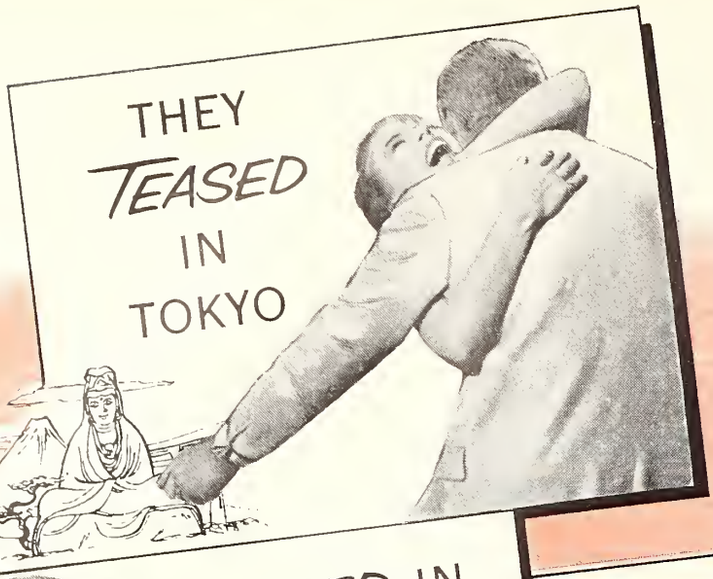
To Shut, Raze Oregon House

The Roxy Theatre, Portland, Ore., subsequent run house of the J. J. Hamrick circuit, will close permanently Monday. The building will be razed for a parking lot.

Mrs. Neu, Jones Named To Neumade Posts

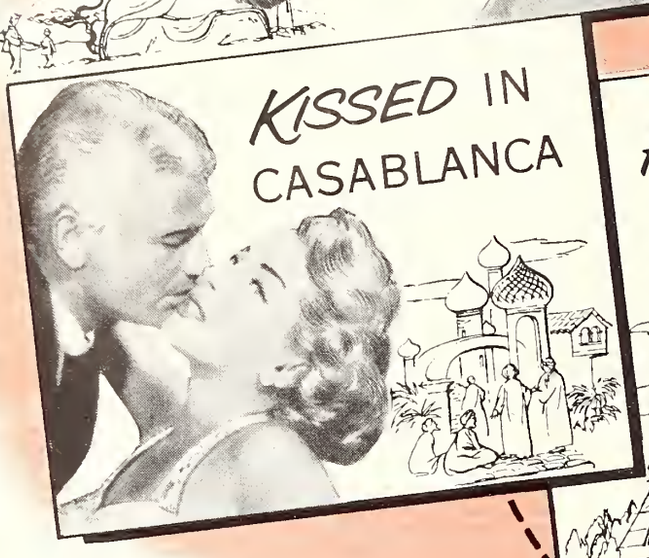
Mrs. Oscar F. Neu has been elected to the presidency of Neumade Products, Inc., New York, to succeed her late husband, and Lee E. Jones, sales manager for the past 15 years, has been named executive vice-president. Helene E. Jones continues in her post as secretary.

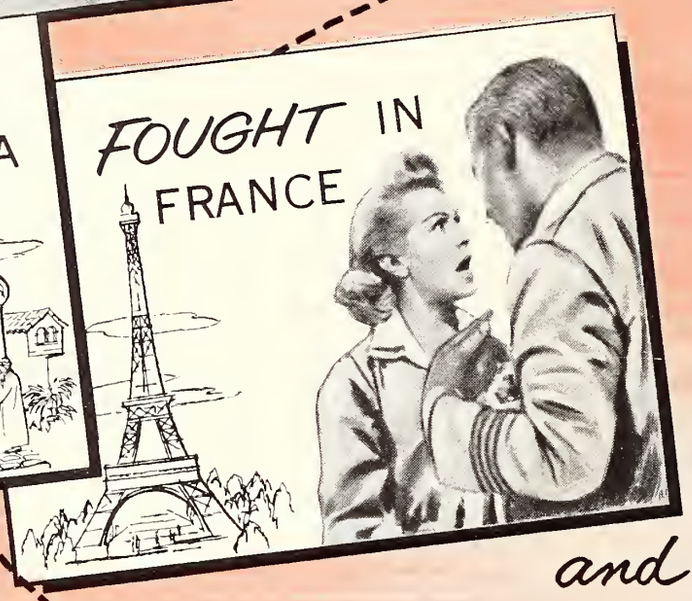
In his report to the directors, Jones described the program of diversification of products which the company, founded in 1916 as a manufacturer and distributor mainly of theatre projection room equipment, has pursued, first to include the 16mm field, expanding it in recent years to electronics generally. The program has placed Neumade equipment in 95 per cent of the nation's television stations and even associated it with long-range missile projects, he stated.



WHEN T

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and FORGAL

IN EVERY ROMANT
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Universal-International presents

Lana Jeff

TURNER · CHANDLE

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Directed by JACK ARNOLD • Screenplay by DANNY ARNOLD • Produced by WILLIAM ALLAND

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December 29 through May 3



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TAKES HER IN HIS ARMS...

love's never been made
so wild and wonderful in so
many exciting places!



The Lady Takes a Flyer

CINEMASCOPE
in Eastman COLOR

Television Today

IN OUR VIEW

THE REDOUBTABLE advertising agency, Cunningham & Walsh, way back in 1948 undertook a searching study into the television habits of a typical American middle-class, average population community, which they quite appropriately dubbed Videotown, U.S.A. Now arrived, in its tenth annual edition, is "The First Decade of Television in Videotown."

It is of course replete with statistics, charts, graphs and all the other paraphernalia of the researcher, all of which add up to a number of interesting summations. We find in the decade under discussion that TV has risen rapidly from infancy to maturity, or what passes for that state; set ownership to nine out of 10 homes, and in general verging on the saturation. It is of more than passing interest to note that hours of TV viewing, from the weekly average of 15 hours, 33 minutes in 1955, the peak, have slipped back slightly, as of 1957, to 13 hours, 33 minutes. Not serious, but significant. Indications are apparent of a "leveling off" of viewing, and a slight return to other forms of social activity.

•

Television, we may take it from the C & W researchers, by 1957 was generating less and less excitement and was taken more as a matter of course, an accepted form of entertainment. People, we are told, were watching almost as much—but more critically. Other leisure activities derived benefit from the shift in emphasis on the part of the TV home viewers, but not significantly. As far as set sales are concerned, since the near-saturation point has been reached, the sale of new sets will be confined for the most part to replacement of old, small-tube sets and purchase by newlyweds. As for color, unless the price is brought down markedly and to a point very close to the cost of black-and-white, there will be no appreciable increase in the sale of color sets.

•

The selection of Videotown was a good one. Actually it is New Brunswick, N. J., located only 30 miles from New York, and has a population of approximately 40,000. It is described by the C & W researchers as an independent, self-contained market supported by local industry, surrounding agriculture, and retail distribution to the families in its area. Very few of its people commute to New York, yet its location gives it excellent reception for both New York and Philadelphia stations.

In general, the Videotown picture in the initial decade of television may be described as one of "settling down," and the acceptance of television in the home as an integral part of the design for today's living.

It is of particular importance to the television industry, however, to realize that in that period of time the average viewing family has become a deal more selcetive and critical than before, and that as time goes on the likelihood is that that selectivity will incrcase rather than subside, since the competition for that leisure family time becomes increasingly severe. There is a great big market for the television industry, ready, but not waiting with wide open arms as in years past. The television industry will have to dcliver.

—Charles S. Aaronson

Gov't Suit Dismissed

(*Continued from page* 1)

Judge William H. Kirkpatrick. The two companies were charged with "having unlawfully combined and conspired" to acquire television stations in five of nation's eight largest markets. The Government action was filed here Dec. 4, 1956.

The defendants contended that the Government had more than sufficient time to register objections with the Federal Communications Commission before that agency authorized the acquisition of the stations. Judge Kirkpatrick ruled the defense as valid and a bar to the prosecution of the suit.

The suit particularly attacked the acquisition of a Philadelphia TV station from Westinghouse Broadcasting Company.

The suit charged that RCA and NBC had "unlawfully combined and conspired together" to obtain the five VHF TV outlets by using NBC's power as a network—to grant or withhold NBC network affiliations—as a coercive weapon.

The court was asked to declare the Westinghouse transaction unlawful and also to "order such divestiture of NBC's assets as it many deem necessary and appropriate."

NBC now owns VHF TV stations in New York, Washington, Chicago, Philadelphia and Los Angeles, and a UHF outlet in Buffalo.

CBS Affiliates Meet In Washington Today

Upwards of 350 network and station executives will attend the fourth general conference of the CBS Television Affiliates to be held today and Tuesday at the Shoreham Hotel, Washington, D. C., a pre-registration count showed at the weekend.

Progress reports, future plans of the various departments and operations of the network, and talks by station executives will be presented at the meetings, with C. Howard Lane, chairman of the CBS Television Affiliates Association, and Merle S. Jones, president of CBS Television, making the opening remarks.

FEATURE REVIEW

The World Was His Jury

Columbia

HOLLYWOOD, Jan. 12

Following some pretty spirited action in the first few sequences depicting disaster at sea resulting in hundreds of deaths, by fire and drowning, this Sam Katzman melodrama settles into a protracted trial of the sunken ship's captain on charges of dereliction amounting to criminal culpability. As trial-type melodramas go, this one, which reminds strongly of "The Caine Mutiny" in general outline, upholds accepted standards of methodical development, mounting interest and final surprise. With Edmond O'Brien, Mona Freeman and Karin Booth as top names to work with, the picture figures to measure up to its billing.

Written by Herbert Abbott Spiro, the picture opens aboard a luxury liner one night out from home port. Robert McQueeney, playing the captain, is mingling with the guests in the ball room when explosions rip the stern of the vessel, setting fire that makes abandoning ship necessary. McQueeney, who is dazed by an accidental blow on the head, is found guilty of criminal negligence by a Coast Guard jury and then comes before a Federal Court for trial.

From this point on, McQueeney is a silent defendant in a trial in which O'Brien, the starred member of the cast, defends him successfully by proving that the ship's first officer, played by Paul Birch with considerable skill, is the person responsible for the disaster.

Direction by the late Fred F. Sears makes excellent use of the material given him to work with.

Running time, 82 minutes. General classification, Release, in January.

WILLIAM R. WEAVER

The Safecracker

M-G-M

RAY MILLAND, who directed this David E. Rose picture in England, and stars in it, apparently enjoyed doing it, both ways—so audiences will share his pleasure. He plays a very good locksmith who falls in with a crooked jewel dealer and, when caught, goes to a British gaol for ten years.

Then follow several sequences from "The Sad Sack"—or a reasonable facsimile. It seems the government needed a safecracker, experienced in opening strong boxes by the sound of the tumblers, and Milland is paroled to go into training as a paratrooper. That's almost at the comedy level, since parachute jumping is not his cup of tea. But he makes the graduation class, and presto, we're into still another story in which he stars.

Now the trick is to get into a villa in Belgium where the Nazis had a secret intelligence unit, and all the paratroopers had to do was to get into the right room, open the colossal safe, get out the black book and tograph the pages, putting every back so carefully that the Ge would never know they were ro And that would have gone splendidly if Milland had obeye major's orders, who warned him to do anything he hadn't been to. So, the safecracker, leavin villa, just happened to see a trinkets in a locked cabinet, for he carried a convenient key, an as he was stashing them away, a officer suddenly appeared and him. Thus, crime did not pay, as the major instructed.

It's good entertainment, and sified.

Running time, 96 minutes. G classification. Release, in Januar

WALTER B

Damn Citizen

Universal-International

Timely underworld exposes as "Damn Citizen" have been tidy business for so many years there is no reason why this He Webber production should not cate the success of its predece laden as it is with a number o ploitable incidents and a cast o pendable and fairly-well known ers.

Stirling Silliphant has taken fo subject of his fast-moving scree the reform movement which the state of Louisiana clean of of its vice, crime and corruptio a few years ago. As a former officer, Keith Andes accepts the of superintendent of state police sets to work destroying the u world empire of crafty Edwar Platt.

The first step in Ande's crusa to set his own house, namely state police department, in orde struggle to weed-out all those who are taking bribes from gangsters is a tough-one, but ulti ly successful through the help personal aide, Gene Evans. As A crusade begins to attain mome Platt continues to place obstacl his path, first threatening the re er's wife, Maggie Hayes, with kidnapping of their young twins then trying to photograph Ande compromising pose with model Robinson. Platt's girl-friend, Bari, tips off to the gangster's u handed tactics, however, and very long right triumphs over w

Director Robert Gordon has attempted to maintain a docu tary flavor throughout, and whi has not entirely succeeded, the product is honestly enough t to make the continued emphas prostitution and narcotics racke offensive for even the most shocked. Exhibitors will find that is saleable here.

Running time, 88 minutes. classification. Release, in March.

WARREN H

xans Ask

(Continued from page 1)

ecember Texas COMPO had n to Johnston asking him to ize them to state that no film shown in a theatre will be seen evision for 10 years.

alled Trust Law Violation

eply Johnston told the exhibi- at concerted distributor agree- for withholding pictures from r a stated period would be a on of the anti-trust laws. As an tive the MPA president sug- that the "meretricious advertis- f TV stations designed to con- the public the pictures they owing are new should be dis- with Better Business Bureaus, ederal Trade Commission, the and other groups.

advising Johnston the Texas emen have taken up his sug- n, Kyle Rorex, executive secre- f the group, also urged that the uting companies adopt a policy n individual basis" of refusing ke any more of their old pic- available to television. This be done, says Rorex, "inas- as the sale of such films will little if the various guilds musician unions are given their ble share when the films are o the TV medium."

Sees Reissues Preferable

ould be more profitable for the nies to reissue their pictures to eatres, Rorex tells Johnston in tter. "With special packaging andling of this type of film ve are confident that exhibitors here would set aside playing or it in order to keep it strictly the hands of theatre exhibi-

Rorex letter concludes: "Since not within the power of your zation to make these badly l adjustments for the industry, hope that each individual film ny will reach a decision where- y will discontinue the practice ipating new production for the picture theatre by selling old s to television."

Campaign Withdrawn

r to receiving the reply from on on the legality of joint agree- on theatre-television clearances, COMPO had been preparing a us campaign to counteract the vertising claims. This campaign ithdrawn upon receipt of the on letter.

0,085 Collected in my Fund Drive

Special to THE DAILY

STON, Jan. 12—A collection of 85.51 for the 1957 Jimmy Fund has been announced by the Club of New England, spon- the drive along with the Boston ox and the Chiefs of Police As- on of New England.

Williams, chairman of the drive, wrote personal letters to those who helped put the drive across, stating that 2207 children suffering from cancer have been cared for since the inception of the Jimmy Fund in 1947. Presently, there are 352 children undergoing treatment at the Jimmy Building which is maintained by the Jimmy Fund and the Children's Cancer Research Foundation.

Sing Boy Sing

20th Century-Fox—CinemaScope

PAT BOONE AND Elvis Presley, who seem to have just about cornered the market on vocalizing as far as teenage theatre fans are concerned, will now have to move over to make room for Tommy Sands. This young singing star already has a large following from numerous recordings and television appearances, and that is the audience that will be eager to see him in his first theatrical motion picture, "Sing Boy Sing."

Like Boone, Sands seems natural and unaffected on the screen in an acting role that is not too demanding. And like Presley he puts himself wholeheartedly into whatever he happens to be singing—from rock 'n' roll to a love ballad. Sands has been supplied with plenty of numbers in this picture. Some of the titles: "Soda Pop Pop," "Crazy 'Cause I Love You," and "Daddy Wants to Do Right."

As for the plot, it is one of those backstage stories about the career of a popular singing idol who, while apparently as happy as he is successful, actually has grave problems in his private life. Sand's predicament in the film is this: Should he give up his profitable singing career to become a minister as he has promised his grandfather, a revival preacher, on the latter's deathbed? Sands eventually makes the decision to stay in show business.

Brief love interest is supplied by Lili Gentle as the girl Sands left behind in the small Southern town he was born in and with whom he resumes when he goes home for his grandfather's funeral. Most of the humor is contributed by Nick Adams as a girl-crazy friend and part-time valet to Sands. Edmund O'Brien is also on hand as an obnoxious press agent who won't even let Sands receive phone calls from the old folks at home, and the latter are represented by John McIntire and Josephine Hutchinson.

Henry Ephron produced and directed this picture, which the teenagers should thoroughly enjoy.

Running time, 90 minutes. General classification. Release, in January.

RICHARD GERTNER

Fabian, Schwartz

(Continued from page 1)

discuss means to halt the sale of feature films to television.

Leonard Goldenson, president of American Broadcasting - Paramount Theatres, was out of town at the weekend, but a spokesman at his office said he will be on the Coast on business and is expected to attend the SPG meeting also.

Skouras, Wolfson Invited

Other exhibitor leaders invited by the SPG include George Skouras, president of Magna Theatre Corp., who has just returned here from Europe and did not know at the weekend whether he will be able to go to Hollywood; and Mitchell Wolfson, of Wometco Theatres in Miami.

Elmer C. Rhoden and Frank Ricketson, Jr., of National Theatres, are also expected to attend.

Other groups asked to send representatives by Engel include Screen Actors Guild, Screen Directors Guild, and Screen Writers Guild.

Judd Is Named

(Continued from page 1)

manager of that branch, Jackter added.

Judd came to Columbia in 1947, joining the Pittsburgh branch staff as a salesman, after having served in the RKO Pictures office in that city. In 1951 he was promoted to manager of the Pittsburgh branch.

Silverman Joined in 1934

Silverman joined Columbia in the Pittsburgh exchange in 1934, starting as an assistant shipper. He remained in the shipping department until 1948, at which time he was promoted to salesman.

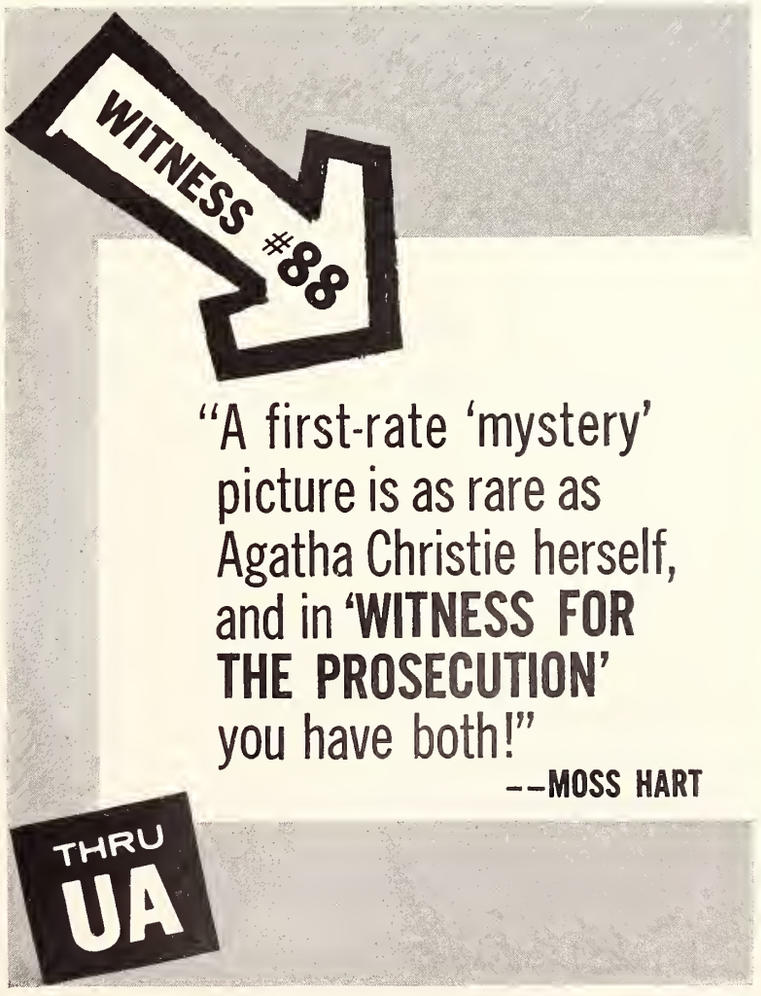
O'Donnell to Host

(Continued from page 1)

Palace Theatre will be the scene of the screening, which will be exactly like the one held at the Roxy Theatre in New York last month, which attracted more than 5,000 exhibitors and opinion makers.

Drawn from 11 Cities

Interstate managers from eleven cities will accompany the exhibitors and press representatives to Dallas. In addition to the showing, O'Donnell will host a special luncheon for the guests and detail 20th Century-Fox' advertising, publicity and exploitation plans formulated for the Southwestern area.



National Pre-Selling

STRIKING full-page ads on "Wild Is The Wind" will appear in "Life," "The Saturday Evening Post," "Look," "Seventeen" and the fan magazines during January and February.

•

The front cover of "Pictorial Review's" February 11 issue will be devoted to "Bonjour Tristesse." It will be in attractive off-beat colors with caricatures of Deborah Kerr, David Niven and Jean Seberg created by Kapralik. The three have featured roles in the picture.

•

Annetta Pfeifer, age 18, of Reading, Pa., wrote an article for the January issue of "Seventeen," explaining what motion pictures mean to her. She titled it "Movies Make Me Sentimental." It should be "must" reading for producers and studio executives. Annetta sums up her opinions regarding motion pictures by saying:

"Every ticket that I buy is a wish that they will take me to foreign lands, strange people, past eras or high adventure in Technicolor and period costumes. Almost always my wish is granted, especially when I see pictures like 'The Pride and the Passion,' 'Roman Holiday' and 'The Ten Commandments.' These stars are Hollywood; they symbolize an unattainable fairyland of make-believe, of bright lights behind locked gates, of celluloid illusion. They are experts of the movie-making art and give us not only their talents in the specialized field, but also escape. That's what movies are for me, a lighthearted escape from everyday living!"

•

"Witness for the Prosecution," a motion picture adaption of Agatha Christie's play starring Marlene Dietrich, Charles Laughton and Tyrone Power is reviewed in the Jan. 18 issue of "Life." Charles Laughton has the role of counsel for defense. "Life" says "he is one of the most accomplished emoters around today and actors in a play with him have to bestir themselves in self-defense. But mainly Marlene and Tyrone emote because they are having a fine time telling a first-rate tale of murder and suspense."

•

A pictorial story of the stars and the producers of "Separate Tables" appears in the January 21 issue of "Look." Rita Hayworth and Burt Lancaster are shown going over the script of the U.A. release with producers Harold Hecht and James Hill. Jack Hamilton, the producer of the article, says "Rita belongs to the 'big stone' school of security. Most of her money is in jewels (about $750,000) which she rarely wears."

WALTER HAAS

Todd-AO Units

(*Continued from page 1*)

80 Days" will continue its engagement at the Rivoli.

Expanding into the world market, Todd-AO has 27 installations abroad, with eight of these having been recently completed in the United Kingdom following George P. Skouras' negotiations there on behalf of Magna Theatre Corp.

Three Films in the Medium

As of the present, there have been three films produced in the Todd-AO process—"Oklahoma," "Around the World" and "South Pacific." Schaefer said that "three or four" producers were negotiating to use the process in future films, but that he was not in a position to explain any of the details at the present time. At a press conference several months ago, Irvin Allen said that he would produce "The Big Circus" in Todd-AO for Columbia release, but Schaefer said that that deal was still in the talking stage.

Asked if the release of "Oklahoma" and "Around the World" in print-down versions had any effect on the drawing power of the Todd-AO process, Schaefer answered that a study conducted by the company showed that "crowds have been bigger where the show was Todd-AO." He pointed out that an exhibitor wouldn't spend $20,000 to $25,000, the usual cost of a Todd-AO installation, which includes two all-purpose projectors and six-channel stereophonic sound, unless he thought it was going to mean something at the boxoffice.

Equipment on Order

Apparently it does, for Schaefer said that "every piece of equipment presently in stock has been spoken for, and we've already ordered additional equipment." Todd-AO is also close to finalizing a deal with National Theatre Supply which will see the latter become sales and distribution agent for the Todd-AO equipment.



M. P. DAILY picture

George J. Schaefer

The print-down version, Schaefer added, is a financial necessity for the producer, "who has to book his picture into theatres where the cost of a Todd-AO installation would not be feasible." A producer must pay Todd-AO an unspecified fee for the privilege of printing-down.

The three Todd-AO productions so-far have all been designed for road-show presentation, which Schaefer thinks "is a good policy if you have the right picture." As an experiment, partly as a further test of the drawing power of a Todd-AO release against its print-down counterpart, and partly to see how Todd-AO fares at popular prices, return engagements of "Oklahoma" in Todd-AO will be held in Rochester and Atlanta.

'Oklahoma' in Two Forms

In both of these cities, "Oklahoma" has already been roadshown in its original Todd-AO version and also released in CinemaScope at popular prices. On its return engagement in Atlanta, "Oklahoma" will be shown in Todd-AO at advanced prices and on a hard-ticket policy, exactly as originally presented. In Rochester, the Rodgers and Hammerstein musical will also be shown in Todd-AO, but at regular prices and with continuous performances.

Canty to Retire from MPEA Post on Friday

George R. Canty, MPEA executive in the New York office, is retiring Friday, after an association of over 30 years with the motion picture industry. His service involves work with the U. S. government for many years, with the industry as European manager for Universal Pictures, and eight years with MPEA.

In accepting Canty's resignation, Eric Johnston said: "George Canty's rich knowledge and long experience in the European market have been an invaluable asset to the MPEAA. We regret his departure and wish him many years of health and happiness in his retirement."

Reopens Theatre

PORT HURON, Mich., Jan. 12—Michael J. Chargot, has reopened his Diana Theatre here, which was shuttered six months ago when the lessee gave it up.

Catholic Breakfast Set On Coast February 2

From THE DAILY Bureau

HOLLYWOOD, Jan. 12. — The seventh annual communion-breakfast for Catholics in the film industry will be held Sunday, February 2, Chairman M. J. E. McCarthy has announced.

Mass will be celebrated by His Eminence J. Francis Cardinal McIntyre at the Blessed Sacrament Church, 9 A.M., with breakfast and an entertainment program following at Palladium Ballroom.

Contest for 'Run'

A national contest to find the girl of 1958 "who most closely resembles the well-rounded pin-up beauties of World War II has been set with "Playboy" magazine in behalf of Hecht-Hill-Lancaster's "Run Silent, Run Deep," which United Artists will release. The grand winner will receive a screen test and a contract with H-H-L.

Loew's, In

(*Continued from page 1*)

partner in Stryker and Brov
three of his associates in var
terprises—Ira Guilden, Jero
Newman and Philip A. Roth
edly has the backing of
Brothers and Lazard Feres,
whom represent large Loew
holdings. The Green group
porting Loew's management.

Since the stockholders' meet
October at which Joseph R.
president, won an amendmen
by-laws increasing the board
members there have been r
reports that Green was buyir
blocks of Loew's stock. The
group now reportedly owns
150,000 and 180,000 shares.

Tomlinson Badly Beate

At the October stockholder
ing of Loew's Tomlinson n
442,618 votes with the help
man Brothers and Lazard
Joseph R. Vogel's supporte
vided an overwhelming 3,
votes.

Last December 23, To
added 5,000 shares to his h
he reported to the New Yor
Exchange. That purchase was
Corporation A, which is ow
Corporation B. Seventy-five p
of the stock of Corporation B is
by Corporation C. Tomlinso
90 per cent of Corporation
Stock Exchange report explain
current holdings are estima
185,000 shares.

Called 'Harmony' Slate

The new slate is described o
as a "harmony" one, suggesti
Tomlinson himself may now
porting management, especi
view of the fact that president
R. Vogel, whose reorganization
still are in progress, already
compassed every major propos
licly called for by Tomlinson
outset of his opposition camp

Samuel J. Briskin, whom Tor
supported at the special meet
Loew's stockholders in Octobe
Lehman-Lazard nominee. Wit
support presumably behind
once more, Briskin could saf
regarded as a backer of manag
too.

The four new board nomine
place Tomlinson directors. T
Tomlinson, too, is not a manag
supporter, he would be the only
ber of the 19-man slate who is

Contract Stalemated

Approval of a new contra
tween New York film produce
the Motion Picture Film E
Local 771, International Allia
Theatrical Stage Employes, has
stalemated until the Film Pro
Association of New York's bid
meeting with a board compos
working members of the union
cepted, an FPA spokesman re
at the weekend. The former co
expired on Jan. 1.

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

33, NO. 9 NEW YORK, U.S.A., TUESDAY, JANUARY 14, 1958 TEN CENTS

udget Message

senhower es Upturn Business

l Give Important Aid 58 Box Office Grosses

By J. A. OTTEN

HINGTON, Jan. 13. — The nt today called on Congress to echnical tax changes to help usiness, but asked that the rporate tax rate of 52 per cent sent excise and individual in- x rates be continued.

is budget message, he also d an upturn in business ac-

(*Continued on page* 3)

tre Attendance on eat,' Investors Find

n picture theatre attendance n on the upbeat, spurred by ase of many appealing produc- according to "The Value Line ent Survey" published by Bernhard & Co., investment . Looking toward "improving over the next three to five he survey points out, "to in-

(*Continued on page* 3)

Gomersall Dies; stry Sales Veteran

From THE DAILY Bureau

LYWOOD, Jan. 13—Edward ck") Gomersall, retired motion industry sales executive, died Angeles yesterday at the age

in Cincinnati, Gomersall joined lm Corp. in 1918, following ars of service in the armed during World War I. After

(*Continued on page* 6)

elevision Today

Page 6



MAJOR PACT: Benjamin Kalmenson, executive vice-president of Warner Bros. (seated, left), and Russell V. Downing, president of Radio City Music Hall (with pen), close deal for "Marjorie Morningstar" and "No Time for Sergeants," Warners releases, to have consecutive engagements at the Music Hall. Looking on are Mervyn LeRoy, producer-director of "No Time for Sergeants" (left), and Milton Sperling, producer of "Marjorie Morningstar." *(Advt.)*

Jesse L. Lasky Dies Suddenly Following Speech on Coast

Had Addressed Women's Club; Leaders Extol Him

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 13 — Hollywood lost one of its great men today.

Jesse L. Lasky, pioneer producer, writer and musician, dropped dead today at noon in the parking area of the Beverly-Hilton Hotel, after addressing the Women's Book Club on his forthcoming book. He was 77. The book he was discussing, and in which he had set down the outline of his career, is entitled "I Blow My Own Horn." That was the precise opposite of his way, save in youth, when he did blow his own horn, literally, as a traveling musician and band leader.

When, after turning from the circus, dance band, amusement park and vaudeville worlds to burgeoning Hollywood, Lasky presided over Paramount studio story selection during the days when the slogan, "If it's a Paramount picture it's the best show

(*Continued on page* 2)

Cecil B. DeMille Tribute:

"It is almost impossible for me to express my thonghts. We were friends for 47 years, as close as brothers. I will let others say what should be said about Jesse Lasky as a brilliant producer and executive. I am thinking of the young enthusiasm he had when he and Sam Goldwyn and I went into pictures together in 1913, and still had when he and Sam and I talked together in complete harmony and friendship only last Friday. I am thinking of our vacations together in the Maine woods, and the Christmas visit from him which I always looked forward to and he never failed to make, and all the million little things that form bonds stronger than death can break. He was one of the most lovable men I have ever known."

Hits 'Doom Prophets'

Need Fighters Not Orators, Says Gregory

Exhibitor Leader Tells Of Forward Steps Taken

Special to THE DAILY

CHICAGO, Jan. 13 — "What this industry needs is fighters more than orators," writes S. J. Gregory, president of Alliance Amusement Company in a statement issued today.



S. J. Gregory

"We cannot throw in the towel and quit. Any exhibitor or distributor that has lost confidence in the motion picture industry should get out and get out now to allow the remaining fight-

(*Continued on page* 3)

Hyman Finds Theatre Business Improved

Business over the past month has shown substantial improvement and has been holding up since the end of the holiday period, Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, said yesterday on his return to New York

(*Continued on page* 3)

Arbitration Meets Resume; Expect Statement Today

Participants in the joint exhibitor-distributor conference on conciliation and arbitration held both morning and afternoon meetings here yesterday in the board room of the Motion Picture Association.

The sessions are to be resumed this morning, at 10 A.M. and it is expected that an announcement will be forthcoming afterwards.

PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers, will return to New York today from Paris following the birth there Sunday of his granddaughter, ANN JACQUELINE, to his daughter, MRS. BARBARA TERRAIL.

•

HUGH OWEN, vice-president of Paramount Film Distributing Corp., will leave New York today for Cincinnati and Cleveland.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, will leave here today for Cleveland.

•

UDA B. ROSS, manager of foreign operations of Westrex Corp., has left New York for a tour of Latin America.

•

DON HARTMAN, producer, will arrive in New York on Jan. 22 from the Coast.

Meet at Loew's on Publicity Dept. Changes

Joseph R. Vogel, president of Loew's, Inc., conferred here for several hours yesterday with Howard Strickling, head of the studio publicity department; Si Seadler, advertising manager, Dan Ferrell, New York publicity manager, and Howard Dietz on a reorganization of the department. No conclusions were reached and the conferees will meet again today.

The meetings follow the change last week in Dietz's status from vice-president in charge of advertising publicity and exploitation to that of consultant to the company. Dietz's contract with Loew's has four more years to run.

Set 'American' Benefit For IRC at Victoria

Joseph L. Mankiewicz' "The Quiet American," a Figaro, Inc. production for United Artists release, will have a benefit premiere at the Victoria Theatre on Broadway on February 5 under the sponsorship of the International Rescue Committee. Mankiewicz, who directed as well as produced the film is a member of the board of the committee.

Honorary patronesses of the benefit premiere are Mrs. Averell Harriman, Mrs. Jacob K. Javits and Mrs. Robert F. Wagner.

Hollywood Tries to Explain Why No Women in 1957 Top Ten Poll

Thomas M. Pryor, reporting from Hollywood in the Sunday New York "Times," dealt with "Motion Picture Herald's" twenty-sixth annual poll of exhibitors. He sought the reaction of various Hollywood luminaries to the fact that in this year's poll the theatremen, for the first time since the poll was established, did not name a single feminine player in the Top-Ten list of money-makers at the box office.

Samuel Goldwyn told Pryor that he knew of three great actresses in Hollywood and that he was surprised that the poll did not include one of the three. Many persons were surprized but that's the way the theatremen voted.

Sam Spiegel contributed a well-reasoned analysis of the development:

"First of all it was a year in which major story emphasis was on men. Secondly, in years gone by stories were built around actresses of a certain caliber, but it is extremely difficult, as I see it, to build a movie around what appears to be the major assets of some of the new young female stars."

Warner Looks to Next Year

Jack L. Warner, from the vantage point of Paris, expressed the hope "that next year the entire top ten will be women."

Cecil B. DeMille, with customary chivalry and tact, said, "I like all the men, but I'd like some women better."

Mervyn Le Roy cast a suspicious eye on the whole works: "They better count the votes over." Mervyn, who has not yet produced out of an ample storehouse of honors and distinctions an accountant's certificate, is nevertheless welcome to come on over and count them himself!—EDITOR.

Home Office Employes' Strike Said Imminent

Negotiations between the Motion Picture Home Office Employes Local H-63, International Alliance of Theatrical Stage Employes, and producing-distributing companies here have collapsed, a union spokesman reported yesterday. A strike, he said, is imminent, pending approval of the IATSE's executive board.

George Lait Dies; Was U-I Publicity Assistant

From THE DAILY Bureau

HOLLYWOOD, Jan. 13—George Lait, 51, assistant director of publicity for Universal-International studios, died here yesterday of lung cancer. Son of the late Jack Lait, editor of the "New York Daily Mirror," he had been ill for several months.

Freeman Asks Studios Halt In 2-Minute Lasky Tribute

From THE DAILY Bureau

HOLLYWOOD, Jan. 13—A two-minute suspension of studio production operations during the period of the funeral of Jesse L. Lasky was requested here today by Y. Frank Freeman, chairman of the board of the Association of Motion Picture Producers. Lasky died suddenly here today.

Cinerama Prod. Gets New S-W Pact Terms

Cinerama Productions Corp. has secured a revision of its contract with Stanley Warner Corp. and Stanley Warner Cinerama Corp. for a second time. The new agreements require that 30 per cent of the profits from the first four theatres (New York, Chicago, Detroit and Hollywood) on "Search for Paradise" shall go to Cinerama Productions Corp. This is an increase of 50 per cent over current payments from these four theatres.

Cinerama Productions will continue to share equally with Stanley Warner 20 per cent of the profits from the next 11 theatres. The remaining profits from these and other theatres will continue to be applied to recouping Stanley Warner's investment in both companies in production and exhibition.

PHILADELPHIA, Jan. 13—Perry N. Selheimer, member of the Cinerama Productions Corp. board, who has not been renominated for election at the annual meeting February 11, says he will continue his efforts to have the company file suit against Stanley Warner to secure refunds on "excess of charges" and other fees on "Seven Wonders of the World." He offered a resolution to the board calling for this suit Nov. 6, 1957, but it was not seconded.

He has organized a Stockholders Protective Committee and is appealing for proxies for the election of directors who favor his proposed suit. Frank Passarelli is listed as secretary of the committee. Headquarters of the First Securities Corp., 1520 Locust street, are being used by the committee.

Lasky Is Dea

(*Continued from page* 1)

in town" became world-respected sped many and many an unkn writer on his way to greatness w limiting his own screen credit to "Supervised by Jesse L. Lasky.

The Jesse L. Lasky Photoplay was the first important corporate dertaking of the deceased. Eventu this was combined with Adolph kor's Famous Plays and Players, from this combination came the n that was known in the industry Famous Players Lasky Corp. F these beginnings emerged, fin Paramount Pictures Corp.

Was Finishing Paramount Film

Death came to Lasky at a t when, officed again at the Paramo studio, he was putting the finish touches on preparations for his picture, "Big Brass Band." It wa happy return to the studio of his ginnings, for it is there that his Jesse Lasky, Jr., is writing "The E caneer."

In addition to Jesse Lasky, Jr., deceased is survived by his wid Bessie, daughter Betty and son liam R.

Following the announcement of death today, Adolph Zukor said, am deeply grieved and feel a sens great personal loss at the passing Jesse. Over a period of many y we have had a very close friends My sympathy is very great for family, who I know will feel the gr est loss of any of us."

Samuel Goldwyn Saddened

Samuel Goldwyn said, "I am s everyone in our industry feels deeply as I do the death of Jesse Lasky, who made a great contribut to our industry. Cecil B. DeMille I know better than anyone else important that contribution was. deepest sympathy goes to his en family."

NEW YORK THEATR

RADIO CITY MUSIC HALL—
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

FILMAC
Makes The Best
SPECIA
TRAILER
ALWAYS A GOOD JOB IN DOUBLE QUICK TIME!
NEW YORK 630 Ninth Avenue
CHICAGO 1327 S. WABASH

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. O National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Ed Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 S Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; T J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fi Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 for Single copies, 10c.

, Producers Will New Talks Feb. 6

gotiations for a new contract for ers of the American Federation asic engaged in motion picture ction will commence here on day, February 6. Included in gotiations will be payments to ans by those companies whose 948 films are sold to television. negotiation meetings will be st move on the part of James trillo, AFM president, to discuss ntroversial issue since the AFM l out of talks with film pro- on the grounds that both were g concessions that neither side yield to.

senhower

(Continued from page 1)

during the coming year. Such turn could give important help office grosses.

to the need for increased ng to meet the Russian chal- the President told Congress l tax revenues would have to igh. He urged that the 52 per corporate rate be continued h June 30, 1959; it is sched- o drop to 47 per cent.

vever, the President said, "there ertain technical tax revisions will give substantial benefits all business, with a minimum revenue and with no changes rates." Treasury Department s said these changes, costing $140,000,000 a year, would in- he following: giving small firms ght to use fast depreciation ls on up to $50,000 of used ent purchased each year—the preciation methods now avail- nly for new equipment pur- easier estate tax treatment for firms; and giving investors the more valuable right of counting ordinary loss for tax purposes, of as a less valuable capital y loss suffered in investments ll firms.

Ticket Tax Cuts Unlikely

President's language and the seemed—as expected—to rule y further reduction in the ad- s tax this coming session. The predicted that general admis- ax collections in the fiscal year July 1 would be about $55,- 0, the same as this year.

er legislative recommendations budget message were these: gress should extend coverage federal minimum wage law. Small Business Administration, heduled to expire July 31, 1958, be made a permanent agency, y loss suffered in investments 0,000.

budget proposed that the mo- icture service of the U. S. ation Agency get appropriations 433,700 in the coming year, ed to only $4,909,924 this year ,338,628 last year.

Need Fighters, Not Orators, Says Gregory

(Continued from page 1)

ers that believe in our business to do some proper planning and clear thinking and go forward and prosper."

Gregory's words carry weight because he is presently engaged in a campaign to boost grosses in all of his theatres. The Alliance Amusement Co. and its subsidiary, Midstate Amusement Co. operate 85 theatres, 30 of which are drive-ins in the states of Indiana, Illinois, Wisconsin and Washington.

"I speak up now because I have been stirred beyond my capacity for silence by reading the trade papers' stories of recent weeks of panic stricken prophets of doom that predict destruction for this great business of ours," he said.

Looks Back to the 30's

"In the early 30's, I was down for the count, and they were ready to apply the smelling salts, but I never lost my confidence, which gave me the incentive to fight back to eventual success. Cool clear heads are more necessary in times of distress than when times are prosperous.

"One might ask, 'What are you doing about it, Mr. Gregory?' Here are a few positive basic and fundamental steps that myself and everyone in our organization has taken to survive in our business.

"In the good years from '45 to '50, instead of declaring dividends, we plowed back into our theatre operations funds for good physical plants. We remodeled our fronts, carpeted, decorated our auditoriums, improved our heating and air-conditioning systems, and put new marquees and canopies in many situations; and, as a result, today, we have good, clean, inviting atmospheres in our theatres, which are so essential to good operation.

Acquired 4 More Drive-ins

"Another forward step was taken last week, which should demonstrate our firm belief that motion picture business is not only a good business, but that it is here to stay. We consummated a deal whereby we acquired four drive-in theatres in Fort Wayne—Lincolndale, Sunset, Fort Wayne Auto Theatre, and East 30 Drive-In. This represents a big investment in the future, and certainly we would not have made it if we were afraid of the motion picture business or did not have confidence. This brings the total number of drive-ins that we own up to 30, which represents an investment of $4,000,000.

"We also know that today you cannot run a newspaper ad and a trailer and expect people to come flocking to your theatre. It requires showmanship and exploitation and ballyhoo stunts that may not have been needed a few years ago.

"I am realistic enough to know that there will be fewer indoor theatres; we have closed our share of them. Drive-in theatres will continue to do business, and the theatres that remain, if they are properly rehabilitated, will go forward and do fine business.

"The distributors should fight back by concentrating on top quality attractions. The day of the program picture is past. The public will pay an admission price for a top attraction. On this point the admission price structure should be realistic, and we should not try to price ourselves out of business.

Urges Ad-Policy Change

"The advertising departments of the film companies should fight back by allocating their already cut advertising dollar more at the local level instead of key first run engagements and national campaigns. Some fine product was dissipated last year because it did not receive the proper treatment and advertising at the local level.

"For surviving, the thinking of everyone in our industry should be upbeat and not downbeat. With upbeat thinking, enthusiaism, and confidence, we can go forward against all opposing forces to eventual prosperity."

Hyman Finds

(Continued from page 1)

from exhibitor conferences in Detroit and Buffalo.

Hyman discussed the 1958 "spaced" release schedules of distribution companies at the Detroit meeting, as he had done earlier with New England exhibitors in Boston. He reported that exhibitors are appreciative and are responding with extra efforts and exploitation planning for major productions scheduled for release outside of holiday periods.

He will leave here for the Coast Jan. 26, and on Feb. 4 will meet in San Francisco with exhibitors from that city, Portland, Seattle and Spokane. Roy Brewer will sponsor the meeting. On Feb. 11 he will meet with Southern California exhibitors in Los Angeles, where Rick Ricketson, Harry Arthur, Pat Notaro and Sherrill Corwin will be sponsors.

Dallas Promotion Will Have 'Kwai' Screening

Special to THE DAILY

DALLAS, Jan. 13—Exhibitors, press, radio and TV representatives who will come here tomorrow at the invitation of Bob O'Donnell, president of Interstate Theatres, for a day of film promotion will see Columbia's "The Bridge on the River Kwai" at a morning screening.

As previously reported the more than 200 guests will see David O. Selznick's "A Farewell to Arms" in the afternoon, both showings to be at the Palace Theatre. Interstate managers from 11 cities will accompany the exhibitors and press representatives. In addition to the screenings O'Donnell will host a special luncheon for the guests.

Profitable Year Seen By SIMPP's Arnall

From THE DAILY Bureau

HOLLYWOOD, Jan. 13. — The brightest predictions recently made for the motion picture industry's future were voiced here today by Ellis Arnall, president of the Society of Independent Motion Picture Producers, who arrived for a week's stay. While here he will conduct meetings, with SIMPP membership and the executive committee.

In a statement to the press Arnall said, "a fine and profitable year lies ahead for the motion picture industry; 1958 should be a year of ascendancy for Hollywood. There are many signs that augur well for industry's future. The year will see more motion pictures made than were made during 1957.

"Product outlook is excellent. The drive-in market is huge. Television has lost much of its novelty and appeal. The industry has effected vital economies in production and distribution.

"The movies are here to stay. TV competition cannot destroy the motion picture business if our industry turns out good and sufficient product, advertises and exploits pictures, and exhibits them to the public in attractive theatres."

Theatre Attendance

(Continued from page 1)

vestors able and willing to accept some risk, investment in movie stocks may prove highly rewarding."

In answer to those prophets who predict that Hollywood is doomed, the survey points out that immediately following down-beat stories by Edwin Silverman, the "Wall Street Journal" and "The Seven Lively Arts" TV show, movie business "began to improve vigorously," with many theatres reporting "all-time peaks."

Attributing the autumn attendance slump mainly to the Asian flu epidemic, and assuming that "no such exogenous adversity" will develop this year, the survey estimates that Hollywood will show improvement in 1958, "when most other industries will be receding."

Approves Old Films on TV

The distribution of old movies for telecasting was, according to the survey, "one of the wisest steps taken by the Hollywood studios in recent years." The reason: "It opened up new avenues of income for the producers in addition to reacquainting Americans with the superior quality of the movie industry's products, in contrast to the many hastily produced TV programs."

The Value Line report also asserts that subscription television "is here to stay." However, it will not be broadcast through publicly-owned air waves, but will come in the form of closed-circuit TV, transmitted through underground cable, it is stated.

PARAMOUNT'S "HIGH

HIGHLIGHT SCENES



A BONANZA ABOVE THE CLOUDS lures four men on a search for gold . . .



A WOMAN OF FIRE is marooned with these thru the long winter . . .



SHE WAS THE JEZEBEL who had no right to be there, or to do what she did . . .



TRAPPED ON A MOUNTAIN OF ICE . . . four hungry men and one desire-hungry woman

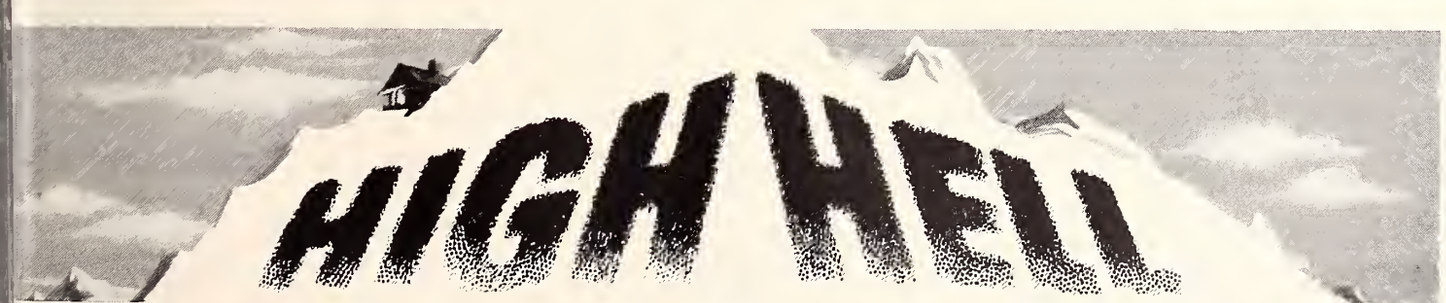
"HELL" HAS TOP SELL!

HIGHLIGHT SALES ANGLES

This is a picture combining emotional impact and roaring action with the off-beat production factors that will attract top grosses.

Paramount's production crew traveled twelve thousand feet up the famed Jungfrau in Switzerland to photograph spectacular scenes accenting a dramatic script, electrified by sex and conflict.

The Cast of Hollywood personalities is headed by John Derek and Elaine Stewart. The drama is high-voltage, focusing on four desperate men, cut off from civilization in a lone cabin on the top of the world with a woman who was looking for trouble and found it.



starring

JOHN DEREK · ELAINE STEWART

Produced by BURT BALABAN and ARTHUR MAYER · Directed by BURT BALABAN · Screenplay by IRVE TUNICK · Based on a novel by STEVE FRAZEE

A PRINCESS PRODUCTION • A PARAMOUNT RELEASE

Television Today

FCC Shown Subliminal

From THE DAILY Bureau

WASHINGTON, Jan. 13 — With an eye to getting permission to use its process on television, the Subliminal Projection Company demonstrated the use of subliminal advertising here today for the Federal Communications Commission and some members of Congress and their staff.

The company has not formally asked the FCC to approve its process, but James Vicary told reporters they are in Washington to "get permission to go on television" and "to find out what the rules of the road" would be. Subliminal advertising is currently banned by the three major television networks.

Vicary said the company put on its demonstration here in order to clear up a "misconception" about its process. If subliminal advertising is used on television, he declared, it should be preceded by an announcement saying it will be used and by a visible showing of the subliminal message. At the end of a program which has used it, he said, there should be another announcement saying the technique was used. On this basis, he said, the use of the process would be "ethical" and there would be no reason to fear it.

The process was demonstrated twice, once for members of the Commission and Congress and immediately after for the press. Each demonstration lasted about four minutes. "Eat popcorn" was first flashed subliminal for a twentieth of a second at five second intervals. Then the picture was blacked over and the subliminal message was visible for a brief time. After this, "fight polio" was demonstrated similarly. At no time during the two demonstrations did any observer see any subliminal flash.

Plan to Probe FCC Altered by House Unit

From THE DAILY Bureau

WASHINGTON, Jan. 13. — A House Interstate Commerce subcommittee investigating Federal regulatory agencies has dropped its plans to open its hearings with testimony on the Federal Communications Commission.

Instead, after a lengthy and bitter closed-door session, the subcommittee said it would open its hearings Jan. 27 with three or four days of hearings on the activities of the regulatory agencies in general.

The subcommittee could later move into specific hearings on the FCC, but some members felt that the result of today's wrangling session would be that the subcommittee would never get into any very sensitive areas.

Wometco on TV with Theatre Ads

Special to THE DAILY

MIAMI BEACH, Jan. 13—Wometco Theatre and Television Co. is using its TV station, WTVJ, to plug the industry slogan—"Get More Out of Life . . . Go Out To A Movie."

A 20-second trailer showing theatre fronts has been made for use during programs showing old feature films. The station shows the latter at hours not competitive with theatres. The copy reads: "Why don't you visit one of South Florida's great modern movie or drive-in theatres, and see one of the current fine new movies now showing, like (name of one of the current attractions at a Wometco theatre)."

Lee Waller, program director, and Lee Ruwitch and Jack Shay, production personnel, are in charge of carrying out the plan. It was originated by Sonny Shepherd, director of publicity and advertising for the circuit.

Stanton Hits Pay-TV, FCC Network Report

From THE DAILY Bureau

WASHINGTON, Jan. 13—CBS president Frank Stanton said the vitality of broadcasting is threatened by two developments: proposals for pay television, and the recommendations of the Federal Communications Commission's network study group.

Both developments, he said, "pose ominous threats" to television networks and their plans for expanded information and public service broadcasts.

Stanton's speech opened a two-day meeting here of CBS Television affiliates. Vice-president Nixon addressed a luncheon session of the 350 CBS network and station executives.

Celler Lead Witness at Pay-TV Hearing Today

From THE DAILY Bureau

WASHINGTON, Jan. 13 — House Judiciary Committee Chairman Celler (D., N.Y.) will be the lead witness tomorrow when the House Commerce Committee opens its hearing on subscription television.

Celler, an avowed opponent of pay-TV, has already introduced a bill to ban pay-TV. He will be followed on the stand by members of the Federal Communications Commission, who are expected to take up the rest of tomorrow and all day Wednesday. On Thursday the proponents of toll-TV will appear, with W. Theodore Pierson testifying for Zenith, James M. Landis for Skiatron, Paul Porter for Telemeter and Solomon Sagall for Teleglobe pay television system. Late Friday, the committee expects to begin hearing opponents of the service.

Floersheimer to TOA as Public Relations Head

Albert Floersheimer, Jr., former vice-president of Walter Reade, Inc., has been appointed public relations director of Theatre Owners of America by President Ernest G. Stellings, effective February 1.

His duties will be to step up the publicity, advertising, promotional and community relationship programs for the organization's members and to furnish news material to the trade and public press.

First Task Statistical

One of Floersheimer's first tasks, Stellings said, will be the development of industry statistics "so that TOA can present accurate pictures of exhibition and other facets of the movie industry, and counter some of the pessimistic, unfounded statements about the future of our business which have been reported recently in the press."

Rank Sales Meeting Set Here Jan. 23-28

Rank Film Distributors of America, Inc., will outline its 1958 policies and distribution plans at its second sales conference to be held at the Warwick Hotel here on January 23 through January 28, it was announced by Irving Sochin, general sales manager for RFDA. A large home-office group will attend.

Gomersall D

(*Continued from page* 1)

serving with Fox in a number of posts over the next 11 years, he j Universal in 1930, becoming W division manager in 1941 and ant general sales manager two later.

Gomersall was appointed g sales manager for Enterprise P tions in 1946 and resigned in to set up a theatre circuit in Il where he acquired first-run hou Elgin and Kankakee.

Gomersall leaves a wife, Clair a son, Maurice. Other survivors sister, Mrs. Helen Lux, and brothers, Bruce and Robert.

Funeral services will be held nesday at 9:00 A.M. in Saint F De Sales Church in Sherman Calif. The body is reposing a Oswald Mortuary in North Holly

Two Warner Picture Booked at Music Ha

Warner Brothers has booke films, "Marjorie Morningstar" "No Time for Sergeants," for secutive engagements at Radio Music Hall, following the a Easter pageant show. Announc of the deal was made jointly y day by Benjamin Kalmenson, tive vice-president of Warners Russell V. Downing, president Music Hall.

The theatre's current t "Sayonara," is also a WB release

THE EIGHTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 26. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $3.75 each)

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 10 NEW YORK, U.S.A., WEDNESDAY, JANUARY 15, 1958 TEN CENTS

ce on Coast

rickling Is ead of Loew's d-Publicity

ease Coast Activity Aid to Independents

vard Strickling has been ap- d director of advertising, publi- nd exploitation of Loew's, Inc., it was announced here yesterday by Joseph R. Vogel, president. Strickling will make his headquarters at the studio, and a large part of the promotional activities of the company will be centered there, Vogel said.



rd Strickling

Among these ies of Strickling it was (*Continued on page 5*)

ices Thursday Jesse L. Lasky

From THE DAILY Bureau

LLYWOOD, Jan. 14 — Funeral s for Jesse L. Lasky will be Thursday afternoon at two in the Chapel of Psalms, Hol- (*Continued on page 6*)

erly-Release Plan sed by O'Donnell

Special to THE DAILY

LLAS, Jan. 14—The new policy lerly releases of product was highly here today by Robert nell, president of Interstate (*Continued on page 6*)

elevision Today

Page 5

Arbitration In Stalemate

The joint exhibitor-distributor conference on conciliation and arbitration concluded a day and a half of meetings here yesterday and adjourned without setting a date for another meeting. It was learned that no progress was made toward a solution of the clearance and availability problem which was under discussion.

Disagreement on clearance and availability has stalemated conference deliberations since last autumn. Members have indicated that further at- (*Continued on page 6*)

A.A. Will Release 26 Films in Seven Months

Allied Artists will release 26 films, seven in CinemaScope and color, during the first seven months of 1958, it was announced yesterday by Morey R. Goldstein, vice-president and general sales manager. Of these 90 per cent are either completed or currently in production.

The films and release months are as follows:

January: "Oregon Passage," (*Continued on page 6*)

J. B. Golden Secretary, Gen. Counsel of AB-PT

Jerome B. Golden has been elected secretary and general counsel of American Broadcasting - Paramount Theatres, Inc., it was announced yesterday by Leonard H. Goldenson, president of the corporation.

Golden has been associated with (*Continued on page 6*)

'If Mistake Was Made, Let's Correct It'

Allied to Ask 3-Year Halt in Sales to TV

Gordon Asserts Moratorium Would Give Industry Chance to Recover Momentum

By WARREN HARRIS

(Picture on Page 2)

A three-year moratorium on the sale of pictures to television by all companies "to give the industry a chance to recover its momentum and to give distributors a chance to reappraise the situation" will be sought by Allied States Association of Motion Picture Exhibitors, Julius M. Gordon, president, said here yesterday.

At a press conference called to present Allied's position on the TV situation, Gordon described sales to television as "a tremendous self-inflicted wound from which the entire industry is bleeding to death."

Not intending the statement as a criticism of distributors, Gordon said "they did not realize what the full impact of what they were doing would be. Besides, they needed the money."

"It has now become apparent," he continued, "that the release of pictures to TV has put us in the condition we're in. Allied feels that a re- (*Continued on page 2*)

M. A. Bergman To MPA Post

Maurice A. Bergman, veteran industry executive, has been appointed to the newly-created post of director of public affairs of the Motion Picture Association of America, Eric Johnston, president, announced yesterday.



Mauriee Bergman

Bergman will direct a special public relations campaign to bring before the public, press and industry "the vital role which the American motion picture (*Continued on page 4*)

O'Shea to Leave Magna, Plans Retirement

E. K. (Ted) O'Shea has resigned as vice-president and general sales manager of Magna Theatres Corp., effective this week, and plans to retire from the industry. He has been ill recently.



E. K. O'Shea

A widely known sales executive, O'Shea entered the industry in his home city of Buffalo with the Shea Theatres. Subsequently, he joined M-G-M there, becoming branch manager, and after serving in other executive capacities in the field, he came (*Continued on page 4*)

FCC Authority to Approve Pay-TV Argued at House Group Hearing

By J. A. OTTEN

WASHINGTON, Jan. 14—Exhaustive hearings on subscription television opened before the House Commerce Committee today, with House Judiciary Committee Chairman Emanuel Celler (D., N.Y.) maintaining that the Federal Communications Commision has no authority to authorize toll-TV and FCC chairman John Doerfer defending the commission's October action setting up a toll-TV trial.

Following Doerfer's statement, other commission member's were asked their views. Commissioners Hyde, Mack, Craven and Lee said they had agreed with the commission action. Commissioner Robert Bartley, who dissented from the October decision on (*Continued on page 5*)

PERSONAL MENTION

JULIUS GORDON, president of Allied States, returned to Beaumont, Tex., yesterday from New York.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, has returned to New York from Miami and Jacksonville.

•

ALFRED HITCHCOCK returned to New York from Jamaica, B. W. I., simultaneously with the arrival here from the Coast of his associate producer, HERBERT COLMAN.

•

MRS. ERNEST SANDS, wife of Warner Brothers New York branch manager, has given birth here to a daughter, KATHY, at Flower Fifth Avenue Hospital.

•

JO FRIEDMAN, of the Warner Brothers home office field exploitation staff, is in Philadelphia from New York.

•

SYD HYAMS, managing director of Eros Films, Ltd., London, has returned to England from New York via B. O. A. C.

•

GEORGE JOSEPHS, Columbia Pictures home office Eastern sales representative, is visiting key cities of the Southwest.

Raise 'Sing' Print Order

Twentieth Century-Fox has raised its print order on "Sing Boy Sing" from 300 to 475 to meet more than 1,000 southern playdates starting January 31. Tommy Sands, the young singing star of the picture, will make a 14-city southern tour in behalf of the picture following the premiere at Shreveport, La.

Gordon Willing to Travel 'Indefinitely' for Industry

Julius Gordon, Allied States Association president, said here at the close of the arbitration meetings yesterday that by the time he had reached his Texas home he would have travelled 18,000 miles round-trip and that he would "keep on travelling" as long as circumstances warranted.

"Allied is in favor of anything that will contribute to the well-being and future success of the industry," he commented.



M. P. DAILY picture

Beginning the campaign (press conference first, then "persuasion" visits by Allied men) to make the companies stop selling to television: Julius Gordon, yesterday, at Allied's New York office, with Wilbur Snaper at his side.

Allied Would Halt Sales to TV

(*Continued from page* 1)

appraisal of the situation on the part of the film companies will show them that economically it is to their worst interest to compete with themselves for their share of the boxoffice dollar.

"If we're wrong, they'll only increase the value of their backlog. If we're correct, then their natural business self-interest will tell them what to do."

Sees Theatres Best Customers

"In so far as independent producers are concerned," Gordon added, "if they intend to keep on producing, we feel it's a matter of self-interest to them to declare the same moratorium. If exhibitors should go out of business, there'll only be three networks and a smattering of independent stations which new pictures can be sold to."

Gordon emphasized that Allied's stand was not to be taken as a threat to distributors. "We're all in the same boat," he said. "If they've made a mistake, let's correct it. They're costing themselves millions of dollars a week. I feel confident that distributors will see Allied's point."

Hopes for Progress Quickly

Allied's position regarding sales to TV will be actively pursued further by the special committee headed by Jack Kirsch, head of Allied of Illinois, and Irving Dollinger, of Jersey Allied, appointed at Allied's national convention in October at Kiamesha Lake, N. Y. The committee is now in the process of arranging meetings with distributors to discuss the problem. Gordon hopes that there will be some definite progress to report on that front by the end of this month.

Asked about reports of a proposal for exhibitors to participate in the financing of the Academy Awards telecast in March, Gordon said he believes theatremen "would refuse to sponsor part of the program if asked." "That," he said, would be "taxation without representation."

As for the industry's business-building campaign in general, Gordon said that Allied would get its first official look at the plan this morning when the Motion Picture Association advertising-publicity directors meet here to discuss the matter and its joint financing by exhibition and distribution. In the absence of Gordon, Allied will be represented by Irving Dollinger and Wilbur Snaper.

In favor of "anything that will boost the industry," Gordon commented that he "reads all the tradepapers" and that what he had learned of the business-building program so-far appeared to be heading in the right direction. "It's to the self-interest of the entire industry," he said.

Industry Leaders West To Talk TV with SPG

From THE DAILY Bureau

HOLLYWOOD, Jan. 14. — The Screen Producers Guild meeting on Thursday evening to discuss the television release of post-1948 pictures with talent guild officers and exhibition leaders will be well attended by Eastern showmen, according acceptances received as of today.

Si Fabian, Leonard Goldenson, Sol Schwartz, George Skouras, Mitchell Wolfson and Theatre Owner of America president Ernest Stellings have accepted and will arrive tomorrow evening. Elmer C. Rhoden and Frank Ricketson, Jr., will represent the West at the conclave.

'Indifferent' O. C. Won Over by 'Cowbo

Proud as could be over the citing reception" accorded his " boy" at a special, $2.50 top sho in Oklahoma City, by traditio "indifferent" movie town, pro Julian Blaustein discussed the and tribulations connected wi western epic with the trade pr the Sherry Netherland Hotel here terday.

The "Cowboy" one-time sho at the Center Theatre in Okla City (Jan. 7) was, according to stein, a shot-in-the-arm for th tire industry. Tied in with ceren establishing the National Co Shrine and Hall of Fame, the ing was attended by 17 western governors and received excep coverage in the Oklahoma which, for a city of 300,000 p tion, "carries little motion pictu vertising, and even less publicit reviews."

Show Was a Sellout

To prove his point, Blaustei sented a scrapbook-crammed wit pings of news stories, special f articles and photos concerning boy" which appeared in the two homa City dailies prior to the showing. The show was a s with all proceeds donated to t tional Cowboy Shrine.

"Cowboy" will have its firs ular showing here at the Capitol tre following the engagement of jour Tristesse." Blaustein ha started work on "Bell, Bool Candle," which will emphasiz rather than cattle. Also a fe dinary human beings like Stewart, Kim Novak, Jack Le Ernie Kovacs and Hermione G

HFPA Dinner Feb.

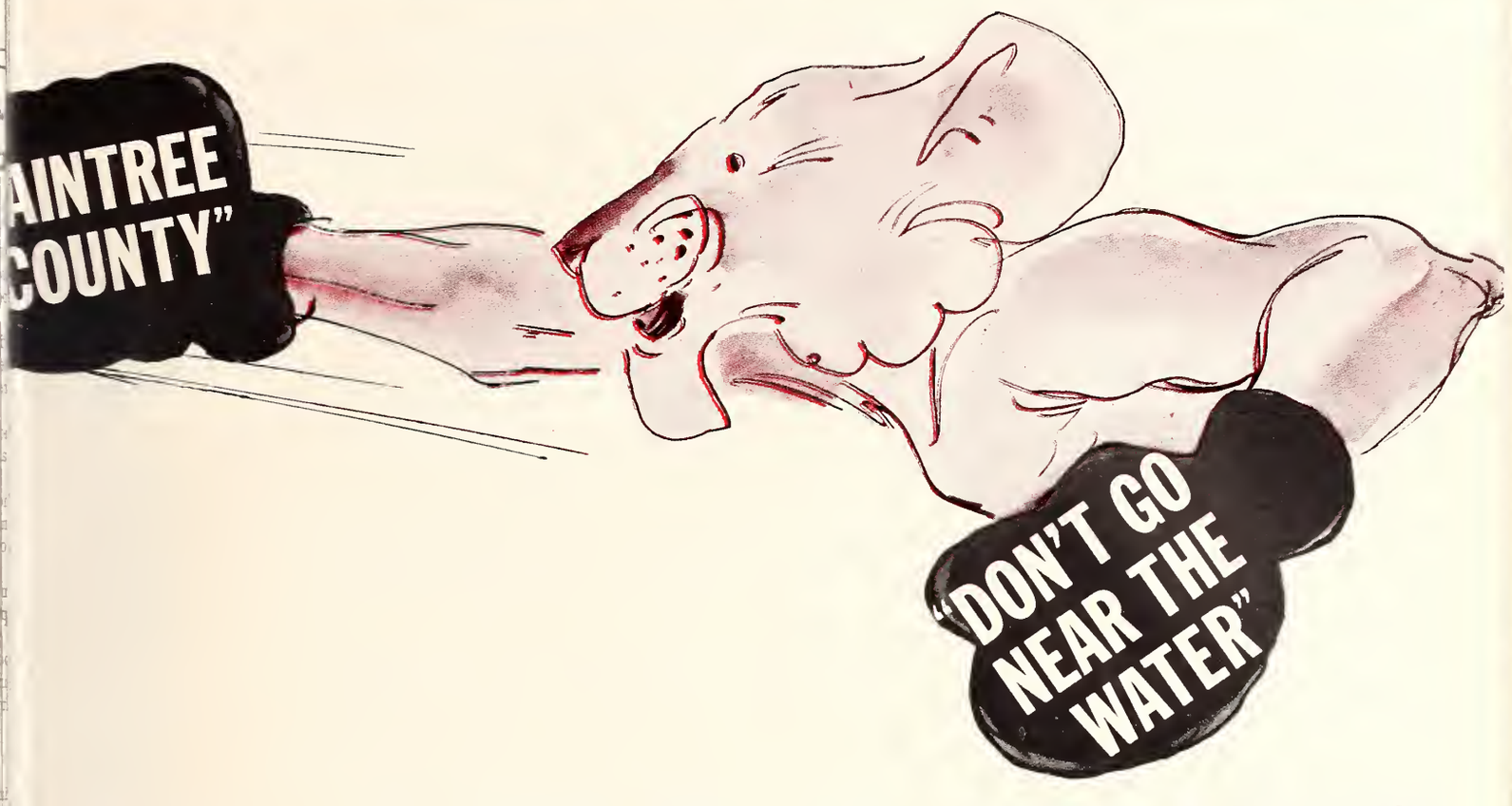
HOLLYWOOD, Jan. 14. annual awards dinner of the wood Foreign Press Associatio be held Feb. 26.

Says Sales to TV Make Cos. Compete with Selv

Distributors probably got onc tieth of what they lost at th office from the telecasting of f features on a recent Sunday aft in Boston, Julius Gordon, Allied Association president, estimate yesterday.

Said Gordon, "I doubt if an pany likes to compete with Several sales executives that spoken with have admitted th companies' policies toward T been a mistake."

MOTION PICTURE DAILY, Martin Quigley, Editor-in Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd I Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 12 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Presiden J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almana Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.



LEO's ONE-TWO PUNCH!

"RAINTREE" SOCK!

A HIT FROM THE OPENING BELL!

30 YEAR (ALL-TIME) RECORD IN HOUSTON! · BIGGEST SINCE "GUYS & DOLLS" IN DENVER! · RECORD BIZ IN DALLAS! · CAPACITY NEW ORLEANS! ALL-TIME (CONTINUOUS) RECORD IN BALTIMORE! · TOP GROSSER IN SAN ANTONIO, TEX.! · TOPS IN PORTLAND, ORE. EXCEPT FOR "G. & D."! ALL-TIME HOUSE RECORD IN PHILLY! · BIGGEST IN N. Y. IN ALMOST 3 YEARS! · CINCINNATI—Tops "High Society" · MIAMI—Tops "Teahouse" · MIAMI BEACH—Ditto! KANSAS CITY—Tops except for "G. & D."—AND MORE EVERY DAY!

M-G-M presents In MGM Camera 65 · MONTGOMERY CLIFT · ELIZABETH TAYLOR · EVA MARIE SAINT · In "RAINTREE COUNTY" · Co-starring NIGEL PATRICK · LEE MARVIN · With Rod Taylor · Agnes Moorehead · Walter Abel · Jarma Lewis · Tom Drake · Screen Play by Millard Kaufman, Associate Producer · Based on the Novel by Ross Lockridge, Jr. · Music by Johnny Green · Print by Technicolor® · Directed by Edward Dmytryk · Produced by David Lewis · An M-G-M Picture

★

"WATER" WALLOP!

A KNOCKOUT FROM THE WORD GO!

"Don't Go Near The Water" in its first 117 dates rocks fabulous "Jailhouse Rock" by 38%!

M-G-M presents "DON'T GO NEAR THE WATER" Starring GLENN FORD · Gia Scala · Earl Holliman · Anne Francis Keenan Wynn · Fred Clark · Eva Gabor · Russ Tamblyn · Jeff Richards · Screen Play by Dorothy Kingsley and George Wells Based on the Novel by William Brinkley · In CinemaScope And Metrocolor · An Avon Production · Directed by Charles Walters Produced by Lawrence Weingarten

O'Shea Retires

(*Continued from page* 1)

to the home office as Eastern district manager. Thereafter, he was successively, Central sales manager and Eastern and Southern sales manager. He left M-G-M to become vice-president and general sales manager of Liberty Films and, when the latter was acquired by Paramount he became vice-president and assistant general sales manager of Paramount Film Distributing Corp.

He left Paramount in May, 1956, for the Magna post, in which he supervised the first 39 roadshow installations of "Oklahoma!"

N. Y. Variety Appoints Chairman for Drawing

The appointments of Charles Smakwitz as chairman of the Variety Club of New York's fund-raising drawing on behalf of the Cancer Control Research Foundation, and Irving Dollinger and Harold Klein as co-chairmen have been announced by Ira Meinhardt, chief barker, Tent No. 35.

Ten crew members have been appointed by each co-chairman as team captains for follow-up with the membership. The drawing will be held on February 17, and prizes of two round trips for every 500 tickets sold will be awarded to lucky winners to attend the Variety Club International Convention to be held in London this April.

SIDG Grants Powers

The Screen Directors International Guild, by a unanimous vote at a special session of its membership, has passed a resolution granting its executive board extensive powers to enforce immediately the Guild's rights as a collective bargaining body. SDIG, formed in September, 1957, has a membership of close to 300 working film directors, representing over 95 per cent of the directors in the New York area.



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REVIEW:

Bonjour Tristesse

Preminger—Columbia—CinemaScope

NOT MANY NOVELS in recent years have been so widely publicized and discussed, and consequently enjoyed a strong position on best-seller lists, as "Bonjour Tristesse." It tells, in a sophisticated manner popularly associated with the French, of the corrupt effect upon a modern adolescent girl of the steady stream of love affairs in which her widowed and libertine father indulges. Perhaps it would not have been considered quite so "daring" and "bold" a book had it not been for the fact that it was written by a precocious 18-year-old French girl named Francoise Sagan.

Authoress Sagan is still very much in the news today some three years later, having written in the interim two more books. Her name and that of "Bonjour Tristesse" will be of great help to exhibitors in exploiting the film version, which Otto Preminger has produced and directed for Columbia release.

The picture has as one of its stars Jean Seberg, who has also been the recipient of much publicity recently in connection with her selection by Preminger to star in his "St. Joan" following a world-wide talent search. This new and modern-dress role is a more congenial one for the attractive Miss Seberg, and, except for some occasional difficulty with speech modulation, she handles in competent manner the mercurial moods of a wilful adolescent who interferes in one of her father's love affairs with disastrous results. David Niven is cast in the part of her fickle parent, and Deborah Kerr is the woman he finally decides he wants to marry.

THE LATTER TWO actors are very much at ease in the plush settings of the picture, which are the haunts of Paris cafe society. They range from Left Bank bistros to an elaborate beach house on the Mediterranean, with most of the major action taking place in the latter locale.

The story is told in flashback form with Miss Seberg in Paris at the start and recalling the events of the previous summer on the Riviera as she tours night clubs with a party of friends one evening. The scenes in Paris are photographed in black-and-white, while those on the Riviera are in color. (All scenes are in CinemaScope.) This device is apparently intended to contrast the past and the present as well as carefree days with remorseful ones.

In the course of her reverie the heroine remembers her own summer romance with a young man (agreeably played by Geoffrey Horne) as well as those of her father with two mistresses. He discards the first (enacted in an amusing style by newcomer Mylene Demongeot) after he becomes attracted to Miss Kerr, whom he has also invited to be his house guest for the season. The latter is a somewhat reserved and prudish person—at least in comparison with her companions—and Niven decides he would like to marry her. This upsets Miss Seberg, who sees Miss Kerr as a threat to her own relationship with her father and she schemes, with the assistance of Horne, who has become her lover, to have Niven regain his interest in the prior mistress. This is successful to the point of driving Miss Kerr to suicide in an automobile wreck.

IN THE screenplay of Arthur Laurents, "Bonjour Tristesse" has some passionate love scenes, much sophisticated patter loaded with *double entendre*, an occasional moment of pathos and a strong atmosphere of moral corruption. On the other hand, the characters unfortunately are never very interesting in themselves and only rarely engage audience sympathy.

There is a song, sung in a night club scene by Juliette Greco, also called "Bonjour Tristesse," that nicely conveys the mood of "bittersweet sadness," which is, roughly translated, what the film's title means.

Running time, 94 minutes. Adult classification. Release, in February.

RICHARD GERTNER

Variety Meet Friday

The annual installation meeting of the Variety Club of New York, Tent No. 35 will be held on Friday, at Toots Shor's Restaurant. Ralph Pries, representing Variety Club International, will install the officers who have been elected to serve for 1958.

Lunch for Japanese

A luncheon will be given here on Friday, January 24, at the Miyako Restaurant for Shiro Kido, leader of the second annual Japanese Film Week delegation, and the five motion picture executives and six actresses here from Tokyo for the film festival.

M. A. Bergma

(*Continued from page* 1)

plays in the world today," th nouncement said.

The program will emphasize the film industry has grown in more than half a century to a one making important contributio the social and economic welfa the entire nation.

The Association authorized man's assignment upon the re mendations of the MPAA adver and publicity directors comm with which he will cooperate o program. In addition to directing special activity, Bergman is als suming the duties of Oscar A. I who has resigned, effective Feb 15. Bergman will work with th vertising and publicity directors member companies in coordin the business building program.

Praised by Industry Leader

Johnston expressed warm sat tion that such a top priority as ment could be filled with a m Bergman's outstanding qualificati

Other expressions of enthusias Bergman's appointment came top leaders of the industry, incl Ernest G. Stellings, president o Theatre Owners of America, Julius M. Gordon, head of States Association.

Bergman this week resigned his at Universal Pictures as Eastern and story head. Previously he served as director of public rela assistant to the president and Ea head of advertising and publicity also served as head of advertisi 20th Century-Fox and as head o vertising and publicity for Colu Pictures. Prior to his association these film companies, Bergman been an account executive at Lo Thomas, and advertising executiv Publix Theatres.

Lazarus Lauds Doob

At the same time the announce of Bergman's appointment was n Paul N. Lazarus, Jr., chairman o advertising-publicity directors mittee, speaking for all of his leagues on the committee, stated Oscar Doob performed a remarl job during his six month's te Doob, Lazarus pointed out, has ceded to the committee's reque stay on until February 15, organ the campaign to promote the Acad Awards ceremonies and telecast.

Johnston Starts Work Foreign Aid Campaig

From THE DAILY Bureau

WASHINGTON, Jan. 14—As dicted some days ago, the Presi has asked Motion Picture Associa president Eric Johnston to hea campaign to enlist popular sup for the Administration's foreign program.

Johnston, at a White House conference with press secretary Ja Hagerty, declared that he would call a conference of 600 to 700 lea of private organizations.

use, Pay-TV

(*Continued from page* 1)

ound there should be full public gs before any decision, told the ttee that to permit test demonns was to "buy a pig in a poke" might later turn into "A spechog." Commissioner Ford said d abstained in October because s so new on the FCC, but that now convinced the majority was

commission returns for further oning tomorrow.

ening the hearings, committee nan Harris (D., Ark.) promised lly develop all the problems." committee finds the commission wer to authorize toll-TV, Harris Congress will have to see "if the hould be modified to deny" this to the commission. On the other he continued, if it is determined CC doesn't have the power, per-Congress must see how the comn "can be granted clear and ent authority."

Vants 'Limits' Spelled Out

erfer said no commissioner d countenance any operation" vould "place our free television n in jeopardy." He maintained ntil the FCC defines test limits equirements, "It is not possible e numerous segments of the in-y" to work out details of oper-. He pointed out the FCC d nearly six years after the first l petition for toll-TV before actn it and that during this time gress has not seen fit to enact tion directed specifically to this t."

ller said the FCC's action "has d upon us as legislators the reibility to act without delay." He cted that if toll-TV were successhe networks would use the serand said this would contribute ill greater concentration of in-control" in the hands of the rks.

shington, Jan. 14—Still another ban toll television has been inced in Congress, this one by Bailey, Democrat, of West Vir-

aschi in MPAA Post

OLLYWOOD, Jan. 14 — Luigi chi, Paramount, today was d to succeed Carl Schaefer as man of the International Com- of the Association of Motion e Producers for another year.

. Stein, 94

RTLAND, Me., Jan. 14—Mrs. Stein, 94, mother of Joseph L. of Sargoy and Stein, motion e industry attorneys in New died here on Monday.

E Meet Jan. 20

OLLYWOOD, Jan. 14. — The ican Cinema Editors general ership meeting and annual elecof officers will be held Jan. 20.

Legality of Pay-TV Nod Still Unsettled: Doerfer

From THE DAILY Bureau

WASHINGTON, Jan. 14—Federal Communications Commission chairman John Doerfer conceded today it is "perfectly possible" the FCC does not have jurisdiction to authorize subscription television.

"If we take action," he told the House Commerce Committee, "the opponents could take us to court and the court could decide. If it didn't come to court, Congress could act to checkmate it. We feel this is better than not doing anything."

Strickling Post

(*Continued from page* 1)

learned yesterday, will be many additional ones, including the development of promotional campaigns for independent producers who make deals with the company. The plan is to begin work on the ideas of these producers for promoting their films at the start of production.

Meetings in Congress

Vogel has been holding meetings here this week on reorganization of the department, following the resignation last week of Howard Dietz as vice-president in charge of advertising, publicity and exploitation. Dietz is continuing with the company on a consultant basis.

In the New York office Silas F. Seadler will remain as director of advertising and Dan Terrell as director of publicity, the Vogel announcement yesterday stated.

At the meetings here this week the Loew's executives have also been discussing promotional campaigns for several upcoming releases. These include "The Brothers Karamazov," "Merry Andrew," "Gigi," "Underwater Warrior," and "Saddle the Wind," among others.

Top Echelon Attends

Attending the meetings have been Vogel, Jack Byrne, general sales manager; Burtus Bishop, Robert Mochrie, Strickling, Seadler, Terrell, Emery Austin and Edward J. Churchill and other representatives of Donahue and Coe.

Strickling joined Loew's in 1919 and later was named director of studio publicity and advertising.

Roach Terminates Underwriting Deal

Hal Roach, Jr. announced here yesterday that he has arranged with S. D. Fuller & Co. to terminate the underwriting agreement made last summer which called for a 375,000 share offering of Hal Roach Productions, Inc. common stock at $3.00 a share.

Roach stated that the present market is not such as to encourage at this time the announced plan to offer to the public a limited number of shares in his company. Roach added that a decision as to when or whether Hal Roach Studios will make a public stock offering will depend on general business conditions and upon future developments of discussions with one of the leading members of the New York stock exchange.

One Man's TViews

By Pinky Herman

WHAT'S this we hear that ABC might be interested in the Masterson-Reddy-Nelson package "Bride & Groom" which was seen these past six months on NBC-TV? Seems to us that the series is one that is loaded with human interest and, based fundamentally on "love, romance and marriage"—three very important factors in milady's schematic outlook (us males, too) should hold wide appeal for the American housewife. . . . First package of the newly-formed Television Artists Corp. (Jack Bertel and John Greenhut) will be a one-hour musical revue with Earl Wilson emcee and Joel Spector, producing. Sponsored by Exquisite Bra, the program will be NBChanneled Friday, April 18 from 8:30-9:30 P.M. . . . "The Thin Man," MGM-TV's initial TVenture which preemed over NBC last September, and after some difficulties has started to catch on strong, has just been renewed for an aditional 26 weeks by Colgate-Palmolive. Series is produced by Sam Marx and stars Peter Lawford and Phyllis Kirk. . . . C. Edward Little, formerly manager of WITV, Ft. Lauderdale, has been named to head radio station WGMA, Hollywood, Fla. owned by Barry & Enright. . . . Minstrelman Eddie Miller's new act was slightly sensational at the Saints & Sinners luncheon last week. So howcome TV producers don't sign this Millerdiller for guestints?

☆ ☆ ☆

Hank Sylvern, whose baton-wielding has enhanced many a TV and radio program, is supplying the music for Frank Cooper's "Dotto" CBSeries, every morning on TV. . . . Prexy Maurice Zouary has added another million feet of exciting stock shots to the Filmvideo library with the acquisition of the Walker-Stuart films (DeForrest Library.) . . . Don Morrow has been named by G. E. to do the commershills on the "Lowell Thomas CBShow." . . . When Dave Garroway on his "Today" program offered to send copies of the Rockefeller Report to TViewers of his program, he expected requests from about 1,000 people. The more than 200,000 letters asking for copies of the Report prompted the bespectacled philosopher of morning TV to remark; quote:—It proves what I suspected all along, the complacency is in the leaders and not the people. unquote: . . . Ken Silver is the new manager of Alexander International N.Y. headquarters.



Hank Sylvern

CBS Affiliates Will Fight FCC Net Report

From THE DAILY Bureau

WASHINGTON, Jan. 14—CBS television affiliates today agreed to set up a special committee to fight recommendations of the special federal Communications Commission network study group.

A resolution to this effect wound up the fourth annual meeting here of the CBS-TV affiliates Association. The resolution declared that "present network television is operating in the public interest" and that changes called for in the study group's report would weaken the affiliates' relationship with the network, "To the ultimate detriment of the public."

NTA Appoints Schmid Station Relations V-P

The appointment of Robert A. Schmid to the newly created post of vice-president for station relations of the NTA Film Network, was announced yesterday by Ely A. Landau, chairman of the board and chief executive officer of National Telefilm Associates, Inc. Schmid resigned as vice-president of the RKO Teleradio staff to join the NTA Film Network.

Schmid has been a vice-president and director of General Teleradio, the TV-Radio Station subsidiary of RKO Teleradio, and was a member of the board of directors and vice-president of the Mutual Broadcasting System prior to its sale by RKO.

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Lasky Rites

(*Continued from page 1*)

lywood Memorial Park Cemetery, with Rabbi Edgard F. Magnin, of Wilshire Temple, officiating. Samuel G. Engel, president of the Screen Producers Guild, will speak. Interment will be in the chapel, where the Lasky crypt is beside those of Rudolph Valentino and Douglas Fairbanks.

Further tributes to Jesse Lasky, in addition to those published in MOTION PICTURE DAILY yesterday, have been received. Some of them follow:

Charles Einfeld, 20th Century-Fox vice-president: "Jesse Lasky's passing is a terrible loss to the industry. A great showman, I remember his wisdom and inspiration when we worked side by side on "Sergeant York" at a perilous time when our business needed his spirit to help it prosper. His showmanship was his greatest legacy to us. May his memory and accomplishments serve as a beacon for the bright, young people in our business who are looking to the future."

Barney Balaban, president of Paramount Pictures: "The name of Jesse Lasky will endure in the annals of the motion picture industry, just as his memory will endure in the hearts of all who knew him. As one of the founders of what is today Paramount Pictures Corp., Jesse Lasky was responsible for what we like to think of as a major segment of the film business. His memory always will be revered by me and by all of the people of Paramount. To his dear ones I extend my deepest sympathy in the loss of a man who was great in his goodness and good in his greatness."

Arthur B. Krim, president of United Artists: "With the passing of Jesse Lasky we have lost a great pioneer whose genius was a most vital force in founding and building our industry. He brought to the business that he loved a wealth of enthusiasm and confidence. Through his vision and enterprise there came about new standards of screen entertainment, greater prestige and greater audiences. As a creative artist, Jesse Lasky was profoundly respected. As a man, he was universally loved."

Harry, Albert and Jack L. Warner: "As an imaginative motion picture creator and as a fine man, Jesse Lasky contributed greatly to the development and stature of motion pictures. In his passing, our industry has lost one of its truly beloved pioneers. It was our privilege to know him many years as a friend and as an associate of outstanding talent and integrity. We are deeply grieved at his passing and join his countless friends in extending our sympathies to his family."

Lasky's career in the industry began in 1913 when, with Samuel Goldwyn, and Cecil B. DeMille, the Jesse L. Lasky Feature Play Co. was formed. Their first production was "The Squaw Man," released in 1914.

In 1916 he and Adolph Zukor, then head of the Famous Players Film Co., merged interests to form the Famous Players-Lasky Company, forerunner of Paramount Pictures.

An Independent in 1932

In 1932 Lasky produced films independently, releasing through the Fox Film Corp. In 1935 with Mary Pickford he formed Pickford-Lasky Productions, Inc. The company was dissolved several years later.

He also joined RKO-Radio Pictures as an associate producer. From 1940 to 1944 he produced films for Warner Brothers. In 1945 he formed Jesse L. Lasky Productions, Inc., independent producers, with Walter MacEwen.

Jesse L. Lasky

IN THE passing of Jesse L. Lasky the motion picture scene is bereft of one who was notable both as a person and as a creative artist. His name will be conspicuous in any authentic history that may be written of the art-industry of motion pictures.

Lasky was a showman—but of the school of dignity and taste. Whether in the days of his preeminence as head of the most successful studio in Hollywood or in later days when the glow of good fortune shone less bright upon his efforts he was a gentleman of understanding and courtesy in all of his contacts.

He had the temperament and perception of an artist. It was this attribute which enabled him so effectively to inspire and guide the very many writers, directors and actors who by his help were advanced to positions of fame and wealth.

As Jesse Lasky's role has been played out to the final curtain it is heartening to remember that surviving him is a monument of respect and admiration in the memories of his legion of devoted friends.

—MARTIN QUIGLEY

Use of German Films Seen Growing in U. S.

The showing of German films in the U. S. increased considerably during 1957 and the outlook for this year is even better, according to a statement issued here yesterday by Munio Podhorzer, president of Casino Film Exchange, which specializes in the distribution of German product.

Speaking for his own company, Podhorzer reported a 33 per cent rise in revenue during the past year, during which he distributed 29 first-run releases, 11 in color.

Goldwyn Trial Closes; Findings Due Mar. 15

Special to THE DAILY

SAN FRANCISCO, Jan. 14—After slightly more than six months of trial sessions Samuel Goldwyn's antitrust suit against National Theatres, Fox West Coast Theatres and other exhibitors' concluded today before Federal Judge Edward P. Murphy. Opposing attorneys were given until March 15 to submit findings with each side allowed a full day for arguments after which Judge Murphy will give his decision in the marathon litigation.

A.A. Will Release

(*Continued from page 1*)

"Blonde Blackmailer," and "The Rawhide Trail." February: "Man From God's Country" and "In the Money." March: "Hell's Five Hours," "The Beast of Budapest," "Macabre," and "Cole Younger, Gunfighter."

April: "War of the Satellites," "Attack of the Giant Leeches," "Seven Guns to Mesa," and "Quantrill's Raiders." May: "Never Love a Stranger," "Dateline Tokyo," "The Bride and the Beast," and "Bullwhip." June: "The Pagans," "Teen-Age Mother," "Joy Ride," and "Tucson." July: "Frankenstein—1970," "Hong Kong Incident," "The Cry Baby Killer," "Gang Girl," and "Queen of the Universe."

Orderly Release Plan

(*Continued from page 1*)

Theatres during a luncheon at which the circuit entertained newsmen, city managers and press representatives from the principal Texas cities. O'Donnell, master of ceremonies of the luncheon, briefly outlined the history of Interstate to prove its intention "to stay in front with the very best of everything new in technical advances."

George Murphy was guest speaker at the luncheon.

Du-Art Acquires Assets Of Canada Laboratory

Du-Art Film Laboratories, Inc., through its subsidiary, Associated Screen Industries, Ltd., yesterday announced here the acquisition of the assets of Associated Screen News, Ltd., oldest and largest motion picture laboratory in Canada.

Officers of the new company, to be known as Associated Screen Industries Ltd., are Al Young, president; Irwin Young, vice-president; Murray Briskin, secretary; and Jack Fellers, treasurer.

Briskin, formerly executive assistant to the President of Associated Screen News Ltd., will assume the position of executive director.

Arbitratio

(*Continued from page 1*)

tempts to solve the problem will made at some future date. T reached for comment yesterday not optimistic concerning any agreement being reached.

The disputed issue is that exhib want a written guarantee that will be able to book and play a ture in accordance with the clear specified in their license agreem Violation of this guarantee on the of the distributor would constitu grievance which the exhibitor put up for arbitration.

Many Solutions Suggested

In the course of the conciliation and arbitration conferences, exhi representatives have reportedly vanced a score of solutions to problem, none of which were f to be acceptable to distributors.

Present at the meetings were E G. Stellings, George Kerasotes, chell Wolfson, Albert M. Pickus Herman M. Levy, Theatre Owne America; Julius M. Gordon, Abra Myers, Wilbur Snaper, Edward L Allied States Association; A. tague, Alex Harrison, Robert J. R Adolph Schimel and Howard L son, representing distribution; Ralph Hetzel of the Motion Pi Association of America.

J. B. Golden

(*Continued from page 1*)

the corporation in its legal de ment and previously with Param Pictures, since 1939. He entered legal field at that time, having merly been associated with the estate firm of Bing and Bing. D World War II, Golden served seas in the Signal Corps and Military Government.

Yule Business Upsur Continues in Albany

Special to THE DAILY

ALBANY, N.Y., Jan. 14 — tinuation of the excellent ho business in the Albany district buoyed large-scale exhibitors and row. A whopping $15,400 for the six days of "Peyton Place" at a top, led to a second week in Fab 3,660-seat Palace, starting tomor This figure, which is exclusive o $2,800 grossed New Year's Eve, registered in the face of several of zero weather and snow at opener.

"Sayonara" after two profi weeks at the Strand, moves tomo to the Ritz. It played a fortnigh the Stanley in Utica, followed shift to the Avon for a week.

In Schenectady, after 17 day Fabian's Plaza, "Sayonara" will the circuit's State for a week. run at the Troy in Troy will b days.

"Gervaise" is finishing the se week at the Delaware to a tak portedly surpassed recently onl "La Strada."

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 11 NEW YORK, U.S.A., THURSDAY, JANUARY 16, 1958 TEN CENTS

llings Says:

)A Against ıy Further ıles to TV

Seek Conferences with Major Distributors

By JAMES M. JERAULD

(Picture on Page 6)

y further sales of pictures to tele—old or new—will be opposed heatre Owners of America. ters to presidents and general managers of all the major com- s will be delivered by messenger week and conferences will be

(*Continued on page* 6)

A Drive-in Meeting ed March 26-27

eatre Owners of America will its first drive-in convention 26 and 27 at the Mark Hopkins San Francisco, immediately fol- the mid-winter meetings of the of directors and executive com- which are scheduled for March

hosts of the board meeting and irmen of the convention are:

(*Continued on page* 4)

Hard-Ticket Policy 'Arms' in Atlanta

Special to THE DAILY

LANTA, Jan. 15—Paramount--Kincey executives have decided reserved seat, hard-ticket policy e engagement of David O. Selz- "A Farewell to Arms" at the here on January 30. 20th Century-Fox release will

(*Continued on page* 4)

TRADEWISE on page 2

Television Today on page 5

U.K. Exhibitors Ask Cos. Delay Action on TV Sales

From THE DAILY Bureau

LONDON, Jan. 15—The Five Associations Committee, consisting of presidents of exhibitor organizations under the chairmanship of CEA's George Singleton, issued a statement today urging any film producer or distributor who may be negotiating or contemplating the sale of films to television defer action until the committee has completed its sessions on the subject. The committee has been considering ways of controlling the sale of feature films to TV.

Name Stations Leasing Republic Post-'48 Films

Republic Pictures, through its subsidiary, Hollywood Television Service, Inc., has licensed over 200 of its post 1948 releases to a group of six National Broadcasting Company owned and operated television stations, it was reported here yesterday.

The multi-million dollar deal, which covers a period of four years, was

(*Continued on page* 4)

MPA Could Control TV Film Ads: Rembusch

Member companies of the Motion Picture Association should take steps to control the method of advertising used by television stations exploiting feature films that have been sold to TV, Trueman T. Rembusch, secretary-

(*Continued on page* 4)

Joint Budget Now $2,300,000

Exhibitors Presented Revised Business Plan

Allied, MMPTA, ITOA Not Represented At Meet; TOA Board Studying Action

Details of the industry's revised business-building campaign, with a new joint budget of $2,300,000, were presented to exhibitor representatives for the first time here yesterday.

Contrary to an earlier announcement that the two principal exhibitor organizations would be represented at the meeting, only Theatre Owners of America executives appeared. There was no delegation from Allied States Association present. The Metropolitan Motion Picture Theatre Association and the Independent Theatre Owners Association also were not represented.

The meeting was opened by distributor representative A. Montague, who spelled out the background of the business building program and introduced Paul Lazarus, Jr., chair-

(*Continued on page* 6)

Wald Stanford Speech Spurs SRI Film Study

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 15 — Following an address titled "Films' Forward Look," delivered at the third annual industrial economics conference of the Stanford Research Institute by Jerry Wald, chairman of the Motion Picture Industry Council, Carleton Green, manager of program development for SRI, told MOTION PICTURE DAILY that he will recommend to the institute's management committee that preparations be made for conducting a spe-



Jerry Wald

(*Continued on page* 4)

Set Subsequent 'Ten' Bookings in New York

Cecil B. DeMille's "The Ten Commandments" will continue its pattern of special roadshow engagements at eight theatres in the New York metropolitan area following the close of its long run at the Broadway

(*Continued on page* 4)

FCC Will Go to Congress Before Making Toll-TV Permanent: Doerfer

By J. A. OTTEN

WASHINGTON, Jan. 15—Federal Communications Commission Chairman John Doerfer promised today to come to Congress before putting subscription television on a nationwide, permanent basis.

Doerfer reaffirmed the Commission's belief that it has the legal authority to authorize a test of toll-TV for the purpose of obtaining information about how the medium would operate. He told the House Commerce Committee, now in its second day of toll-TV hearings, he was sure "ample material will develop in the study to warrant a report to Congress."

Asked by Rep. Springer (R., Ill.) whether the FCC didn't think it should make recommendations to Congress after it had studied the information derived from the test,

(*Continued on page* 5)

Doerfer Says FCC Can't Regulate Toll-TV Rates

From THE DAILY Bureau

WASHINGTON, Jan. 15 — Federal Communications Commission Chairman Doerfer said the FCC doesn't have power to regulate toll TV rates.

In testimony before the House Commerce Committee, he indicated the Commission would examine the rates which toll-TV licensees said they would charge, and then take action if the licensees don't conform, but has no power over rates directly.

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, and MURRAY SILVERSTONE, president of 20th Century-Fox International, will return to London at the weekend from Athens.

•

BERNARD E. ZEEMAN, treasurer of Columbia Pictures International, will leave here today for London via B. O. A. C.

•

ARNOLD MAXIN, newly-appointed president of M-G-M Records, will leave here on Monday for the Coast.

•

ELIA KAZAN has returned to Hollywood from New York.

•

DAVID O. SELZNICK and wife, JENNIFER JONES, will leave here today for the West Indies via B. O. A. C.

•

MAJ. DANIEL M. ANGEL, British producer, will leave London by plane today for New York, enroute to Hollywood.

•

MRS. EDWARD W. REDSTONE, wife of the vice-president of Northeast Drive-in Theatres, Boston, has given birth to a son, to be called MICHAEL DAVID.

30 Loew's Ad-Publicity Employes Dismissed

Thirty employes in the publicity, advertising and exploitation department of Loew's, Inc., were given notices of dismissal yesterday effective Friday. Those leaving include Mitchell Rawson, William Ornstein, Sam Forgaston, Dorothy Day, Halsey Raines, Lou Fields, Joe Flynn, William O'Brien, Ed Mazzaco and Hal Burroughs. Balance of the list is from the art department and the secretarial staff.

Severance pay of two weeks for every year of employment up to a maximum of 12 years is being given in addition to two weeks' salary in lieu of notice. Many of the dismissed employees qualify for the maximum severance pay, some having been with the company 30 years or more.

H. L. Nathanson Resigns

M-G-M sales officials yesterday confirmed two-week old reports from Canada of the resignation of Henry Nathanson, president of M-G-M Pictures of Canada. When first queried on the report the home office officials said they knew nothing about it. Hillis Cass continues as Canadian sales manager.

TRADEWISE

By ONLOOKER

ABOUT one month ago Motion Picture Daily reported the start of a project to furnish British theatrical feature films to television set owners in Prince Albert, Sask., who are connected to the community's TV cable system. The film service was to be available six nights a week at no extra charge but, nevertheless, was viewed in Canadian film circles as an extension of the subscription television idea, because set owners connected with the community antenna pay a monthly subscription fee. . . . Now it appears the idea is spreading to this part of the Continent. Top home office sales executives have been approached in recent weeks by the son of a prominent Midwestern exhibitor who is looking for feature films to offer to the 12,500 homes connected to the community antenna at Williamsport, Pa. . . . He claimed he had approximately 3,000 such set owners signed up already, committed to pay an additional $2.50 per month on their basic connection charge for the new feature film service. The pitch for the feature films, to be sent over one of the unused channels via a separate set connection for those ordering the service, was made on the basis that "You're doing it for Bartlesville. Why not for us?" . . . That was an easy one for the sales execs to answer. There's no competition in Bartlesville. There is in Williamsport. The promoter was told to go back and invite the local exhibitors to join him. He hasn't been heard from.

CAPT. HAROLD AUTEN reports his new Academy of the Performing Arts at Bushkill, Pa., will be opened early in June with a near-capacity initial enrollment. Meanwhile, he's busy with television and press interviews on plans for the project which he hopes will be an important source of new faces and talent, so much in demand by exhibitors. . . . Sam Pinanski, noting the bulk purchases of feature films by TV networks and stations, contrasted with legal restraints which make it more or less mandatory for theatres to buy picture-by-picture and house-by-house, says he's constrained to wonder why the Justice Department views bulk film buying as all right for TV stations but wrong for theatres. . . . Members of the conference committee on arbitration, both distributors and exhibitors, appeared genuinely disappointed at their inability to make progress on the proposed draft of an industry arbitration plan in a day and a half of conferences this week, the first held since last fall. Exhibitor opinion was that they had about exhausted all suggestions for solving the knotty clearance and print availability problem. Some were of the opinion that the final exhibitor suggestion was so mild as to be almost meaningless, were it to be accepted. And yet, distributors found that one, too, objectionable. . . . Exhibitors who commented expressed no resentment over distribution's position, believing that another attempt will be made later on and conceding, meanwhile, that distribution's reasons for finding the suggestions proposed to date to be unacceptable are "impressive" or "convincing." . . . Yet the same exhibitors took the position that they could not afford to waive the issue entirely and proceed with the drafting of an agreement that, in their opinion, does not offer exhibitors something substantial in the way of promised relief or satisfaction. As one of them put it: Unlike the last time, this time the exhibitors will share the cost of an industry arbitration system. And the cost will be substantial. We hardly can expect their fullest support if the plan we propose has nothing meaningful to offer them.

NONE OF THE arbitration conferees, it appeared obvious, feels that his time spent at this week's or earlier conferences was wasted. "It's always worthwhile to talk things over," one pointed out. "It's helpful to know what the other fellow's problems are. And it's helpful to air your own side's problems. Whether we made headway or not, we learned something, and it can be passed along to our people." . . . Sounds like there will be more arbitration meetings.

Einfeld Urges New Advertising Slant

Special to THE DAILY

CHICAGO, Jan. 15 — Exhibit should test new advertising meth by going off the amusement pages, trying women's and general news pages, by using outdoor posters, shopping news publications and radio, Charles Einfeld, vice-president of 20th Century-Fox, told a group here earlier this week after his arrival to outline a campaign for the January 23 open of "A Farewell to Arms" at Oriental.



Charles Einfel

Twenty-five per cent of the $40,(budget set aside for the local open will be put into radio, Einfeld s including fringe area stations as v as the better known downtown tions.

Einfeld said he had been met a his arrival by a barrage of wail about business conditions. The trenchment which has received much publicity is simply logic good sense and does not mean film business is dying, he said, at same time pointing out that other b nesses are doing the same thing.

Praises Eidophor

After urging more exhibitors to CinemaScope he turned to Eidop and predicted it would be a boon to the industry because i much better than television, is color and gives the same authe reproduction that motion pict give."

The future pattern of exhibition he outlined it, will be, movies in t tres first, re-runs a few years la pay to see them on TV, then on TV for late hour shows.

Five Warner Director Up for Re-election Feb

The annual meeting of the st holders of Warner Bros. Pictures, will be held at the principal o of the corporation in Wilming Del., on Wednesday, February The main item of business will be election of directors.

Nominated for re-election as d tors to serve for a term of two y are Ben Kalmenson, Waddill Ca ings, Stanleigh P. Friedman, Tho J. Martin and Robert W. Perl Steve B. Trilling, Warner vice-p dent, is the only new director t nominated.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. O National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan. Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, F Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 for Single copies, 10c.

ench '57 Production New High of 140

rench film production hit a new in 1957 with 140 films put into uction, the French Film office reported yesterday. In 1956 the was 129.

f these, 82 were exclusively ch, 50 were co-productions with an firms and the remaining eight lved cooperation with companies ermany, Yugoslavia, Australia and a.

Fewer Films in Color

he total of wide-screen and color was down. Only 44 productions photographed in color, com- d with 57 in 1956, and 36 wide- n films were made, a drop of six. xport revenues from French films up 21 per cent over the previous with the total estimated at 000,000.

venty-seven French films were rted into the United States.

vaney Is Promoted

HICAGO, Jan. 15—William De- y was promoted from branch ager to district manager for the midwestern division. He suc- s Burtis Bishop, who recently ferred to New York as assistant ral sales manager. At the same Clarence Keim was promoted city salesman to branch man-

Fan Magazines Pledge Support to 'Oscar' Show

Motion picture fan magazine editors and publishers were urged to devote editorial space to the forthcoming "Oscar" telecast in their April issues, on the stands in March, at a recent meeting called here by Roger Lewis, co-chairman of the special committee to direct promotion of the industry-sponsored event.

All present agreed that the program, as an industry public relations gesture, was worth "covering" for their moviegoer readers and promised cooperation.

BV Takes Over Billing In D. C., Phila., Pitt.

Special to THE DAILY

PHILADELPHIA, Jan. 15 — The branch offices of Buena Vista here, as well as in Washington, D. C., and in Pittsburgh, Pa., are now doing their own billing and collection of film rentals. It was announced here that Clark Film Service is no longer acting as agents in this capacity for Buena Vista here or in Washington, D. C. The same applies to the Pittsburgh Film Service in that area.

However, both film service companies continue to handle the servicing of Buena Vista prints for the respective exchange areas.

Switch Boston Drive-In Meet to Bradford Hotel

Special to THE DAILY

BOSTON, Jan. 15 — Although the National Association of Concessionaires has postponed its joint meeting with Drive-in Theatres of New England which was to be held February 18 at the Hotel Statler, Independent Exhibitors, Inc., of New England, the parent company of the drive-in group, is going ahead with plans for an all-day drive-in owners session on that date. The place, however, has been changed to the Hotel Bradford.

Edward W. Lider, president, Norman Glassman, chairman of the board of IENE, and Carl Goldman, coordinator, have set up a full day's schedule of drive-in activities for New England theatre owners. Lunch will be served between morning and afternoon session. The new date of the NAC meeting will be announced at a later time.

Set 'Attila' Bookings

BOSTON, Jan. 15—"Attila," starring Anthony Quinn and Sophia Loren, produced by Ponti-Delaurentiis, will open in 150 houses in the New England territory, including the Paramount and Fenway Theatres in Boston, and 50 houses on the West Coast, day and date. Announcement was made here by Joseph E. Levine, president of Embassy Pictures Corp., which has the U. S. distributional rights for the film.

L. H. Goldenson on Western Union Board

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., has been elected a member of the board of directors of Western Union Telegraph Co. His election fills a vacancy caused by the retirement of Frederick H. Ecker, honorary chairman of the board of the Metropolitan Life Insurance Co., who has been a Western Union director more than 25 years.



L. H. Goldenson

Active in Welfare Field

Goldenson is a co-founder and chairman of the board of United Cerebral Palsy Associations. Among many other activities, he is a member of the Advertising Council; Bankers Trust Company—Uptown Advisory Committee; the Mayor's Advisory Council of New York—Business and Finance Committee; the President's Citizens Advisory Committee on the Fitness of American Youth and a director of the Will Rogers Memorial Hospital.



seventeen magazine

joins in paying tribute to

"THE BRIDGE ON THE RIVER KWAI"

by naming this outstanding motion picture its

PICTURE OF THE MONTH for February

•

A Sam Spiegel Production

Presented by Columbia Pictures

Starring WILLIAM HOLDEN
ALEC GUINNESS
JACK HAWKINS

with

SESSUE HAYAKAWA JAMES DONALD

and introducing

GEOFFREY HORNE

Directed by David Lean

TECHNICOLOR® — CINEMASCOPE

Selected by SEVENTEEN as SCHOOL for classroom discussion

seventeen most enthusiastically recommends it to its 2½ million movie-going readers.

Name Stations

(*Continued from page* 1)

consummated following negotiations by Earl Collins, HTS president, and representatives of WRCA-TV, New York, KRCA-TV, Los Angeles, WRCV-TV, Philadelphia, WRC-TV, Washington, D. C., WBUF-TV and WKNB-TV, Hartford, Connecticut. WRCA-TV has licensed 140 of the post '48 films, the rest 218.

The deal was described by an NBC spokesman as a move "to strengthen the stations' feature film programming."

Negotiations for the sale of Republic's library of post '48 films had been in progress for several months. In December, Collins, who makes his base on the Coast, came to New York for meetings with various interested bidders. At that time, NBC spokesmen confirmed that talks had been held between the two parties but denied that a deal had been consummated.

Report Initial $5,000,000 Payment

First reports indicated that the terms of an NBC-Republic deal would call for an initial payment of $5,000,000 to Republic and a percentage of earnings over a period of years under which Republic might realize a total of $16,000,000.

Announcement of the deal yesterday came one day after Allied States Association's bid for a three-year moratorium on the sale of pictures to television "to give the industry a chance to recover its momentum" and on the eve of a Hollywood meeting called for tonight by the Screen Producers Guild to discuss means to halt film sale to TV.

Hollywood Guilds Concerned

The various talent and craft guilds in Hollywood have expressed concern over sales of post-'48 films to TV without arrangements being made for them to receive compensation. In the case of Republic which is no longer in active production, the guilds can apparently take no retaliatory action. However, they have in the past threatened to picket such studios, which are leased to independent television producers.

Hard Ticket Release

(*Continued from page* 1)

play two matinee performances each day with a single evening showing at 8:30 P.M. The Atlanta engagement marks the first hard-ticket plan on "A Farewell to Arms," although New York's Roxy is following a reserved policy for its mezzanine alone.

FILMACK
Makes The Best
SPECIAL TRAILERS
ALWAYS A GOOD JOB IN DOUBLE QUICK TIME!
NEW YORK 630 Ninth Avenue
CHICAGO 1327 S. WABASH

MPA Could Control TV Ads

(*Continued from page* 1)

treasurer of Syndicate Theatres, Franklin, Ind., states in a letter which he wrote to Eric Johnston dated January 10.

"Your members insist that they have the right," says Rembusch, "where a theatre is a customer, to dictate advertising media used for their picture if they so choose." If they are correct in this instance, he adds, then they could control the method of advertising used by TV stations to exploit their pictures.

Cites 'Plugs' for Free Films

TV's "communication with the public on a local basis is far superior to that which the theatre has with that public," Rembusch also states in the letter. As an illustration he points to the use by TV stations without cost "open time to plug free motion pictures it is showing." These plugs cover a large surrounding area, he points out, and "the theatre could not afford to purchase equal time."

"Another factor increasing in adverse effect upon the theatre is TV's budgeting of large sums of money to advertise their free pictures not only to the large city newspapers but also in small community papers. Their insistence upon placement of their ads next to the local theatres ads in these local papers is a particularly nefarious type of maneuver to woo away even those few persons who still read the amusement page," Rembusch further states.

Copies Enclosed

The exhibitor attached to the letter to Johnston an example of the type of "unfair advertising," referred to in which the TV program, headlined "MGM Theatre," is placed right next to the larger ads of theatres in the town.

Wald Speech

(*Continued from page* 1)

cial research conference on film industry conditions and problems exclusively. He added that he will suggest that this study be made "within the next six months."

Prior to the start of the research conference, Green added, "we intend to sit down with MPIC officers and other industry leaders, including exhibition and distribution branches, as well as corporation executives, and thoroughly examine all phases of the film industry's present status, preliminary to taking them up in the conference we then will hold."

The institute's session today was presided over by Ellis Arnall, president of the Society of Independent Motion Picture Producers.

Stresses Economics

In his address to approximately 150 SRI conference delegates at Ambassador Hotel, Wald outlined the film industry's economic situation on two levels, dealing first with today's conditions and finding them healthier than generally reported. "For instance," he said, "when one picture can recoup its negative cost in only 162 engagements, out of 18,000 potential bookings, you can't tell me this business is dying." He was talking about "Peyton Place."

Turning to conditions likely to exist if pay-television is brought into operation, he said, "pay television is now in a testing period. Experiments and trials are already under way. Others will be undertaken. I think we should look upon them all as research projects out of which might emerge developments that could affect our way of doing business, the business of theatre-owner and producer."

He did not side with the proponents or opponents, but declared, "the essential problem in our business today is simply this: we aren't selling enough tickets."

Set Subsequent 'Ten'

(*Continued from page* 1)

Criterion sometime in March, a Paramount Pictures spokesman reported here yesterday.

The Biblical spectacle will open extended run showings April 4 at two theatres in Manhattan and one each in Brooklyn, the Bronx, Queens, Richmond and Westchester and Nassau Counties. There will be two shows daily, except during the Easter holiday period when extra performances will be added, similar to the policy set for the film throughout the nation. Admission scales will be determined by the several circuits involved.

The eight theatres set to play the film regularly play pictures first subsequent-run in their respective areas. Three of them have seating capacities of over 3,000, considerably in excess of the size of the typical road-show house.

No Details on Re-Routing

There was no definite information available yesterday as to how product usually destined for the eight theatres would be re-routed, since Paramount is looking forward to extended engagements of "from several weeks on upward." Presumably, those pictures that a theatre could not play due to the "Commandments" commitment would be booked in the nearest house of the circuit concerned or bid for by its competitors.

Each of the eight theatres is centrally located in the city's most important suburban shopping areas, and is surrounded by heavily populated housing and apartment developments. In the past, they have rarely if ever booked a picture for a period of longer than two weeks.

A similar multi-theatre engagement in Chicago last November boosted five neighborhood and two suburban houses to all-time-high business records. One of the theatres, which considered $11,000 its peak business figure, grossed $29,000 for a week with the DeMille epic.

Telemovie Program For February Set

Special to THE DAILY

BARTLESVILLE, Okla., Jan. 1 Telemovies' subscribers who now p $3.50 per month for a minimu service instead of $9.50 for an ent month's output of films, if th choose, will have a variety of prod from which to select, according the list of bookings announced February.

A total of 12 pictures has be set for the first-run channel and for the second-run outlet.

The first-run features are: "Leg Of The Lost," UA; "Mr. Rock Roll," Paramount; "All Mine Give," Universal; "Man In The S dow," Universal; "Story of Est Costello," Columbia; Zero Ho Paramount; "Old Yeller," Be Vista; "Missouri Traveler," Bu Vista; "How To Murder A R Uncle," Columbia; "Girl Most Like Universal; "Quantez," Universal "Sayonara," Warner Bros.

The second-run features are: "E Of Eden," Warner; "Five Against House," Columbia; "Tumblewe Universal; Bridges At Toko-Ri," P mount; "Song Of The South," Bu Vista; "Ten Tall Men," Colum "Roman Holiday," Paramount; "I Island Earth," Universal; "Arrow The Dust," Allied Artists; "Cou Girl," Paramount; "Land Of Pharaohs," Warners; "Three For Show," Columbia and "The Vio Men," Columbia.

A news reel is still scheduled the second channel and cartoons h been set for both channels.

TOA Drive-in Meet

(*Continued from page* 1)

Abe Blumenfeld, San Francisco, v president of TOA and president of Northern California Theatres Asso tion, and Roy Cooper, San Franci assistant to the TOA president.

Members of the convention c mittee representing the western of the country are: Albert Forn Portland, president of the Ore Theatres Association and a TOA v president; J. J. Rosenfield, Spok Robert Selig, Denver, TOA execu committee member and Nathan Gi Santa Fe, N. M.

Radin V-P of Alciona

HOLLYWOOD, Jan. 15. — Radin, partner in Ashley-Ste Corp. for the past five years, has b elected executive vice-president producer for Alciona Producti newly formed company set up Yul Brynner and committed to an picture releasing deal with Un Artists.

FILM PRODUCTION FIRM WANTS
Salesman or Independent Producer w Accounts. Good opportunity.
Replies held confidential.
write or wire Box 115
MOTION PICTURE DAILY
1270 6th Ave., N. Y. 20

CC Will Go to Congress

(Continued from page 1)

fer replied, "I really think that's we'll have to do. We have no tion to do anything at all with- coming to Congress."

its second day of questioning Commission met with more pene- ng and probing questions from mittee members and will return rrow to complete its testimony. commissioners will be followed tomorrow or Friday by subscrip- television applicants.

Promises Close Control

erfer said the FCC would exer- closer control over the quality TV programs than it does over nary television programs. Rep. lton (R., Mass.) asked if there d be "no more rigid check than he quality of programs existing y when their renewal of license es up?" Doerfer replied the Com- on doesn't have the time, money ersonnel to do a rigid check on uality of television programs, but d keep "closer observation" on TV programs. He said there ld be no fear that the FCC "will as little control" over toll-TV licensees as over television licensees.

Heselton asked whether the FCC would ban commercials on toll-TV. Doerfer said the Commission "could" require this, and that he would have "great reluctance" in granting a toll-TV application which proposed to use commercials. A majority of the other commissioners said they could not commit themselves on this point.

Rep. Beamer (R., Ind.), who has introduced a bill to ban toll-TV, maintained the Commission should have come to Congress for guidance before authorizing the toll-TV test. Doerfer replied the FCC didn't have enough information about the service and wanted to come to Congress with "something more than speculation."

Points to Three-Year Period

Doerfer again said the Commission would not have to wait out the maximum three-year test period but could stop the test at any time it felt it had sufficient information. On the basis of such information, he said, the FCC could itself throw out toll-TV or could make recommendations to Congress.

ch. Truck Dispute ming to Climax

Special to THE DAILY

ANSING, Mich., Jan. 15—There been a long-seething dispute be- n Michigan exhibitors, and Film k Service Inc. which services in film delivery, which comes climax this week.

ist April Film Truck applied to Michigan Public Service Commis- for a 10 per cent hike, based he claim of increased costs. Michi- exhibitors, who must have the delivery service, took the position igh Michigan Allied this would greeable if the need could be ed by independent audit. Film k is said to have agreed, but d immediate relief promising to such an audit and abide by the ts.

ichigan Allied says that when an tor of undoubted integrity, and had no interest in either party obtained, Film Truck refused ow it books. Instead, it applied he MPS commission for another ase of 20 per cent.

is was to have gone through Jan. it was blocked by a petition of id Newman, exhibitors' counsel, a 30-day stay granted.

ladys Pike, president Film Truck, told the Commission Michigan d did not represent its customers. d responded with permission of t is reported as every single film mer stating it did have the right present them.

ow both sides are to meet with commission for what Allied de- es as a general investigation of Truck's rates, and charges and tercharges.

Films on TV Set As SMPTE Subject

The New York section of the Society of Motion Picture and Television Engineers will hold its regular monthly meeting next Wednesday, at 7:30 P.M. at the Carl Fischer Concert Hall here.

The broad subject of the meeting will be factors which contribute to the successful broadcast of a film on television. John R. Whittaker, photographic engineer of CBS Television, will be the speaker. Films for theatrical release will be compared with television films.

WB to Reissue 'Wax' And 'Phantom' in 3-D

To take advantage of what it hopes to be a reviving interest in 3-D projection, Warner Bros. is re-issuing "House of Wax" and "Phantom of the Rue Morgue" in their original third-dimensional versions.

The 3-D combination will open on March 5 in Boston at the Paramount and Fenway Theatres and in Syracuse at RKO Keith's Theatre. The latter has already had considerable success with a 3-D screening of "The Creature from the Black Lagoon" late last year.

V.C. to Dine Schallert

HOLLYWOOD, Jan. 15 — Variety Club, Tent 25, will honor Edwin F. Schallert, retiring from the drama-editorship of "Los Angeles Times" after 43 years, at a dinner dance Friday evening, at the Beverly Hills Hotel. A life membership card will be awarded Schallert during installation ceremonies for the 1958 officers.

Television Today

NBC Daytime Billings Reported in Sharp Rise

NBC-TV's daytime billings climbed sharply during the past two weeks as new and renewal orders totaling almost $2,500,000 in gross revenue were placed with the network by three advertisers. Announcement of the latest purchases was made yesterday by William R. (Billy) Goodheart Jr., vice-president, Television Network Sales, for NBC.

The new sales include an extensive 52-week order from the Drackett Co. for segments on five of NBC-TV's high-rated daytime programs, and a special campaign for S. C. Johnson and Son, Inc., which marks the advertiser's first daytime schedule on the NBC network.

TV Set Production Dropped in November

From THE DAILY Bureau

WASHINGTON, Jan. 15. — Television set production in November 1957 dropped somewhat from the amount produced both in October 1957 and the previous November, according to Electronics Industries Association.

Last November saw 574,646 sets turned out, compared with 661,994 in October and 679,933 in November 1956.

In the first 11 months of 1957, 5,825,804 TV sets were produced, EIA said, compared with 6,760,045 made in the same period of 1956.

Justice to Continue Network Probe to Oct.

From THE DAILY Bureau

WASHINGTON, Jan. 15—The Justice Department said its investigation of television network practices would go on at least through the fall.

Deputy Attorney General Lawrence E. Walsh wrote Senate Commerce Committee Chairman Magnuson (D., Wash.) that earlier estimates were the department's study would not be completed before October 1958. He added he knows of "nothing that would cause that estimate to be revised."

Set 'McCoy' Films

HOLLYWOOD, Jan. 15—Irving Pincus will start production on 13 more segments of "The Real McCoys" to complete 39 films of the series. Sylvania has ordered 13 repeat films from this group for summer showings commencing July 1, bringing the total to 52 weeks for the program featured over the ABC-TV network.

Breider to MGM-TV

Arthur E. Breider has joined MGM-TV as central division sales manager.

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Paul Molloy, Chicago Sun-Times, Chicago: Too much dependence on "name" guests at the expense of preparation and production. Too much of the same guests, resulting in monotonous sameness in variety formats. Frantic rush for ratings interferes with relaxed presentation. Industry should bear in mind that 99 per cent of TV sets are still maintained in the living room, and nobody appreciates a noisy, raucous living room. Performers should do what comes naturally, i.e., singers should sing, and not become comedians. However, I do not go along with the Gloomy Guses who describe the season as a dud—not when I look back on 10 years, the eight-inch screen and the horrendous mediocrity of the early '50's.

Robert Carrier, Middletown Journal, Middletown, Ohio: I sometimes think today's writers must be running out of ideas or are afraid to try something new. We keep seeing the same old story lines week after week. Can't anybody have a fresh idea once in a while?

James Pettican, Pittsburgh-Sun-Telegraph, Pittsburgh: A very poor season, the glut of westerns and vocalists is dragging the medium to an alltime low.

Steven H. Scheuer, TV Key, New York City: Except for an occasional 'spec' this is undoubtedly the worst TV programming season within memory, even worse than last year. Barring the public service shows, there is not yet a single new show on any of the networks of any real distinction; the networks are shortsighted and still paralyzed by ratings and their unfortunate willingness to let sponsors dictate program content. Situation will not improve appreciably until the networks, like magazines and newspapers, prohibit advertisers from having any editorial or program control. Virtually all the networks are equally culpable.

PEOPLE

Harry L. Chow, who has served RKO Radio in the Singapore office since 1939, has been named manager for the company in Bangkok, Thailand.

□

Alan Jackson, Eastern play and story editor for Paramount, has resigned that post, effective Jan. 31, when he will be succeeded by **John Rearick**, now assistant editor of the department. **Jackson's** future plans will be announced shortly.

□

Milton Goldstein, with Paramount since 1951 and currently administrative assistant to **Morris Lefko**, U. S. and Canadian sales manager for "The Ten Commandments," has been transferred to Paramount's foreign unit on the **Cecil B. DeMille** production as international sales coordinator.

□

Arthur Herzog, Jr., Detroit publicist, is writing the film reviews for "The Downtowner," new tabloid-type giveaway publication in the automobile city.

□

Berle Adams and **Herb Rosenthal**, vice-presidents of Music Corp. of America, have been elected members of the board of directors.

□

Al Sherman, publicist and writer, has been appointed executive trade contact and feature writer for All-American Press, New York.

126 of 411 'Academy' Features Made Abroad

HOLLYWOOD, Jan. 15. — The Academy of Motion Picture Arts and Sciences has revealed that 126 of the 411 feature pictures eligible for Academy Awards nominations this year were produced abroad by American companies or foreign producers. Forty-nine of them were produced or acquired for distribution by American companies; 33 were made in other languages than English originally.

Fifty-five were produced in England, 18 in France, 16 in Italy. Japan supplied six, Mexico five, Germany four, with Cuba, Africa, Asia, Phillipines, Burma, Austria, the Caribbean, Libya, Canada, Ireland, Greece, Sweden and Australia accounting for the remainder.

AIP Plans Meetings

HOLLYWOOD, Jan. 15 — James H. Nicholson, Samuel Z. Arkoff and Leon P. Blender, officials of American International Pictures, will hold exhibitor and branch meetings in New Orleans, Chicago and New York, following addresses to be given at Texas drive-in meeting on Jan. 21.



M.P. DAILY picture

"We don't want clearances; we want them to stop"—Ernest G. Stellings, as he spoke yesterday to reporters and committed the TOA to a national campaign which will be fervid and unusually frank.

TOA Hits Further Sales to TV

(*Continued from page* 1)

sought with the company executives shortly thereafter.

The new move is a result of a survey made for TOA by Al Sindlinger & Co. which concluded with the statement that any additional TV sales at this time would be "suicidal" to the industry.

Ernest G. Stellings, president of TOA, received the report Monday, he said here yesterday, and discussed it with other TOA officials who were either located in New York or here for the arbitration discussions at the Motion Picture Association headquarters.

Differs with Allied

The TOA position is slightly different from that of Allied States Association. Julius Gordon, Allied president, told the press Tuesday that Allied wanted all TV sales banned for at least three years.

Stellings commented that distributors can make more money by holding back their pictures. The average income on the pre-1948 sales to date, he said, has been less than $20,000 per picture. This has been only a fraction of what some of the films could have grossed as theatre reissues, he declared.

TOA is now cooperating on a 10 to 15-minute trailer being made under the direction of Philip J. Harling with National Screen assistance. Harling is chairman of a TOA committee for this purpose. He also happens to be co-chairman of the Committee Against Toll TV which is made up of both Allied and TOA members, but the trailer is a TOA project. The trailer is not designed for theatre use.

One Request from Coast

One radio station on the coast has requested permission to use it, Stellings said. He did not identify the station. The film will be made in both 35mm and 16mm and will be offered to civic clubs and other groups. It consists of dialog between two men, Abe Stark, TOA member, and Edward O'Neil, political writer on the "New York Daily News."

The reel will be ready to ship next week.

Japanese Delegation To Arrive Here Monday

Arrival of the official delegation of six top feminine stars and seven industry executives here on Monday will usher in the Second Annual Japanese Film Week at the Museum of Modern Art here.

Visitors from Japan will include actresses Hideko Takamine, Yumiko Hasegawa, Yoko Minamida and Misako Uji. Representing the executive side of Japanese film production will be Shiro Kido, president of the Shochiku Company, Goro Uzaki, International Toho, Eiji Takebayashi, Toei, and Miroshi Morihiro, Nikkatsu.

WGA-W Ignoring 'Kwai'

HOLLYWOOD, Jan. 15. — "The Bridge on the River Kwai," widely regarded as an outstanding candidate for an Academy Award, will be excluded from consideration by Writers Guild of America-West, in its own writing—award balloting, due to the application of a long-standing Writers Guild rule limiting its consideration to films "whose credits have been determined by the Guild in accordance with the minimum basic agreement with U.S. studios and producers."

The rule does not exclude American-owned productions filmed abroad. "Kwai" was made by a British firm.

Business Pla

(*Continued from page* 1)

man of the MPAA advertising-p licity committee, who spent consi able time showing samples and plaining in considerable detail form of the plan.

The new $2,300,000 budget is a million dollars less than the fi originally quoted. Included in budget is the cost of the Acad Award telecast, which it had viously been understood would paid for solely by member c panies of the MPAA.

It was reported yesterday that proposed participation of exhib in the Academy telecast is caused Allied's failure to attend meeting. On Tuesday, at a press ference here, Allied president J Gordon called such particip "taxation without representation" declared that exhibitors should participate.

Board Has Acted

Stellings has already taken up subject with other TOA leaders series of conferences and it agreed the new arrangement sh be acted upon by the board. P consultations will be held with bers immediately, and it is exp that Stellings will be able to in the MPAA promptly that forma tion has been taken.

Mitchell Wolfson of TOA has delegated to present the plan t exhibitor leaders who will be sembled on the Coast today fo Screen Producers Guild protest ing against film sales to televisi

Brochures on the revised bu building plan have been prepar

Top Officials Attend

Attending the presentation m yesterday were the following: lings, George Kerasotes, Wolfso Florsheimer and Joseph Alte TOA; Robert W. Coyne, Charle Carthy, Harry Mandel, Ernest ling and Harry Goldberg, Coun Motion Picture Organizations; M gue, Lazarus and J. Robert representing production and dis tion; and Ken Clark, Maurice man, Oscar Doob and Taylor M the MPAA.

Screen Ad Bureau Is Organized Here

Formation of the Theatre-Advertising Bureau, with the pose of making available the fa theatre screen advertising as the important ad media, w nounced here by Gordon W information director for TsAB

TsAB is supported by the panies engaged in productio distribution of filmed commerci signed for motion picture theatr cording to a recent research st Sindlinger & Co., theatre scre vertising is used in 93.7 per the 19,209 theatres in the States. Commercials run 40, 6 seconds of live-action or an films.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 12 NEW YORK, U.S.A., FRIDAY, JANUARY 17, 1958 TEN CENTS

...rt Test Expected

...w Statutes ...en Needed If ...y-TV OK'd

...fer Tells House Unit ...ic Must Be Protected

By J. A. OTTEN

...SHINGTON, Jan. 16 — Some ...nal legislation to protect the ...will probably be required from ...ss if subscription television is ...ermanently authorized, Federal ...unications Commission chair... ...ohn Doerfer told the House ...erce Committee today.

...rfer said that although he can't ...ything at the moment that in...

(Continued on page 6)

...Told of Loew's ...ract Revisions

From THE DAILY Bureau

...SHINGTON, D. C., Jan. 16—A ... of contract revisions and ...l settlements in the case of ... and former Loew's, Inc., ex... ...s are recorded by the com... a statement filed with the Se... and Exchange Commission. ...r an agreement signed October

(Continued on page 2)

...ral of Jesse Lasky ...vs 1,000 Mourners

WILLIAM R. WEAVER

...LYWOOD, Jan. 16 — More ...00 members of the production ...nity, filling the chapel and ...ving on to the lawn, gathered ...ric Hollywood Cemetery today ...owful farewell to Jesse L. ... one of the founding fathers

(Continued on page 6)

...elevision Today

Page 4

Davis to New Para. Post

Martin S. Davis has been appointed to the newly created position of executive assistant to Jerry Pickman, vice-president in charge of Paramount Pictures' advertising publicity and exploitation, it was announced here yesterday.



Martin Davis

Davis will resign as Eastern director of advertising, publicity and exploitation for Allied Artists Pictures January 31 and will assume his new duties immediately thereafter.

"The appointment of Martin Davis and the creation of the new post is a key step in the re-organization of Paramount's advertising, publicity and

(Continued on page 3)

'Pacific' Bow Set at Criterion in March

The Todd-AO production of Rodgers and Hammerstein's "South Pacific," will have its world premiere in mid-March at the Criterion Theatre, it was announced yesterday by George P. Skouras, president of Magna Theatres Corp.

The Technicolor presentation, produced at 20th Century-Fox and distributed by Magna, will be shown

(Continued on page 3)

Presented at MPAA Board Meet

Survey Reveals Habits Of Film-Going Public

Report Treats Audiences, Advertising, Motivation and Theatre Facilities

Highlights of the MPAA industry consumer survey were presented at the regular meeting of the MPAA board here yesterday by Joseph C. Bevis, president of Opinion Research Corp., which conducted the study.

Eric Johnston, MPAA president, opened the meeting with comments on the significance of the first complete survey of the public and its movie-going habits. In effect, Johnston said the survey was "authentic" and "nation-wide" and that over 5000 persons had been interviewed. The average interviewing time was 45 minutes, and some 83 questions were asked.

Paul N. Lazarus, Jr. spoke on behalf of the MPAA research committee, and was followed by Bevis, who made an extensive presentation of

(Continued on page 5)

Johnston Calls Survey 'Great Step Forward'

Eric Johnston, president of the MPAA, described the industry consumer report as a "great step forward" that would be studied and analyzed. He also said it proved the tremendous hold movies have on the public.

His comment follows: "Out of the mass of statistical data, behind the charts and figures, one fascinating facet is revealed in the survey. To me this survey is an impressive confirmation of what most of us believe—the fact that the motion picture, after more than 50 years of popularity, retains its top place as entertainment in the American way of life.

"There have been shifts in viewing habits, but the underlying interest in movies remains a dominant phase in the living scheme of millions. The research discloses a tremendous, loyal

(Continued on page 5)

Fox Meeting Today on Patronage Expansion

Special to THE DAILY

PHILADELPHIA, Jan. 16 — 20th Century-Fox general sales manager Alex Harrison will outline a new motion picture patronage-expansion program here tomorrow to the company's Eastern division sales force. The conclave will mark the first of a series of sectional conventions which Harrison will conduct throughout the

(Continued on page 5)

THE MOVIE TICKET MONTH PLAN FOR IMPROVING BOX OFFICE BUSINESS

In order to help meet the urgent need for means of increasing theatre attendance, particularly in the so-called "off" months, Motion Picture Daily and its allied publication Motion Picture Herald have prepared the basis of a plan which they offer to exhibitors for adaptation to conditions and opportunities as they exist individually or otherwise. The plan is presented in detail in this issue on page 3.

In recommending this plan for increasing theatre attendance, the Daily and Herald do not advance it as a panacea for the cure of every theatre ill, nor urge its adoption to the exclusion of other business-building efforts which can be carried on throughout an entire year. It may be aided by other business-building projects and, to the extent that the exhibitor is able to make it succeed, it may aid them.

Jack L. Warner Denies Reports of W.B. 'Mergers'

Jack L. Warner, president of Warner Bros., yesterday issued an emphatic denial of published reports (not in Motion Picture Daily) that Warners have been discussing possibilities of mergers of distribution and studios, both domestic and foreign, with MGM and Universal.

Terming them "unfounded rumors," Warner stated unequivocally, "There are no such deals contemplated."

PERSONAL MENTION

LOUIS PHILLIPS, vice-president and general counsel of Paramount Pictures, left here yesterday for the Coast.

•

MILTON R. RACKMIL, president of Universal Pictures, will return to New York today from Hollywood.

•

KENNETH N. HAPGREAVES, president of Rank Film Distributors of America, returned to New York yesterday from Cleveland.

•

HUGH OWEN, vice-president of Paramount Film Distributing Corp., returned to New York yesterday from Cincinnati and Cleveland.

•

KENNETH HYMAN, vice-president of Associated Artists Productions, will return to New York on Monday from Los Angeles.

•

HOWARD MINSKY, Eastern sales manager for International Telemeter Corp., will return to New York today from Hollywood.

•

HERBERT COLEMAN, producer, will return to Hollywood tomorrow from New York.

B. V. Sales Meetings Start Monday on Coast

Plans for the handling of Buena Vista spring and summer releases will be formulated at a series of meetings at the Walt Disney studios in Hollywood on Monday.

Studio executives to participate in the parleys are Roy O. Disney, president of Walt Disney Productions, and Card Walker, vice president in charge of advertising and sales. Flying to the West coast today from New York are Leo F. Samuels, president of Buena Vista; Irving H. Ludwig, domestic sales manager; and Ned Clarke, foreign sales manager.

Dallas 'Search' Parties

DALLAS, Jan. 16—Special theatre parties for employees of plants in the Dallas-Fort Worth area have been arranged on succeeding Sundays so they can attend showings of "Search for Paradise" at the Melba Theatre. Workers from Texas Instruments and Collins Radio will attend the January 19 afternoon show and Bell Helicopter and Temco Aircraft workers will attend the January 26 afternoon show.

SEC Is Told

(*Continued from page* 1)

18, 1956, president Joseph R. Vogel is entitled to receive, after the termination of his employment, $1000 per week for every week he was employed since that time, provided, among other things, that he "renders advisory services as therein set forth." During the company's fiscal year ending August 31, 1957, there was accrued to Vogel $45,000. For the period October 18, 1956 to August 31, 1957, Vogel received the salary of $139,429, the SEC report stated.

Mannix Services Non-Exclusive

Vice-president and studio executive Edgar J. Mannix, under an agreement concluded November 22, 1957, was reported to be no longer required to render MGM exclusive services between January 1, 1958, and the expiration of his present contract, provided he renders service of an advisory nature. Effective December 30, 1957, the weekly compensation set forth in his contract of June 19, 1953, was reduced from $3000 to $1500 per week. Mannix's salary for the fiscal year ending August 31, 1957 was $166,857, it was stated.

On July 24th, 1957, vice-president Robert H. O'Brien signed a 5-year contract effective August 5th. Calling for his exclusive services, the contract guarantees O'Brien a salary of $1500 per week.

Annuity for Schenck

The SEC statement also reports that Nicholas M. Schenck, former chairman of the board, was eligible for an annual annuity of $47,508 under the company's retirement program at the termination of his employment on December 31, 1956. In lieu of the annuity, however, Schenck accepted a lump cash payment of $503,672.

Under an employment agreement entered into in 1951 with Dore Schary, then vice-president in charge of production, his exclusive employment with Loew's was to terminate on January 16, 1958, the report stated. Thereafter he was to render his services in a consulting and/or advisory capacity in connection with production activities for a period of nine and a half years, during which period he was to receive compensation at the rate of $1,923.07 per week, it was said.

Consultative Period Changed

On November 27, 1956, however, Schary's exclusive employment was terminated effective December 31, 1956, and the period during which he has agreed to render such consulating and/or advisory services is from January 1, 1957 to July 16, 1966. Under the November '56 agreement, Schary agreed to accept $920,750 over a period of ten years, or $150,000 less than aggregate sums required by Loew's to be paid to him under his '51 contract. Schary also relinquished the right to exercise options for 16,670 shares of Loew's common stock, it was pointed out.

For the fiscal year ending August 31, 1957, these salaries were reported paid to other Loew's executives: C. C. Moskowitz, vice-president and treasurer, $156,429; Benjamin Thau, vice-president, $156,429. Arthur M. Loew, president to Oct. 18, 1956, and then president of Loew's International, received $100,000 for the period September 1, 1956 to February 28, 1957. For the same period, Howard Dietz, vice-president in charge of advertising, publicity and exploitation, received $52,143, and Charles M. Reagan, vice-president and general sales manager, $45,625.

Figures Given on Subsidiaries

The SEC statement also contains the total net income of Loew's consolidated foreign subsidiaries for the fiscal year ending August 31, 1957. Broken down as follows, the figures were: Loew's International's 68 foreign and domestic corporations, $1,199,693, Loew's Inc.'s five foreign corporations, $126,334; total net income for all 73, $1,326,027.

Exemption Up to 99 Cents In N. Y. Ticket Tax Bill

Special to THE DAILY

ALBANY, N. Y., Jan. 16 — Sen. Joseph F. Periconi, Bronx Republican, has re-introduced a bill which would exempt from the New York City sales tax theatre tickets costing 99 cents or less. If passed, it would take effect immediately.

UA Off-Theatre-Page Ads Appear Here Mon.

United Artists' new program of off-the-amusement-page advertising and special previews will be launched in New York with an unusual ad inviting readers to attend an advance showing of "Witness For The Prosecution" at the Astor Theatre on Broadway.

A three-column insertion headed "Wanted! 1080 Witnesses!" is scheduled to run on page two or three of the New York Times and in the Daily News on Monday. Ad copy asks readers to write to the Astor requesting their preview tickets and mentioning clubs or other organizations which they may be affiliated. Requests are to be honored in order of their receipt.

Off-the-page placement of the preview ads is in line with UA's recently-announced policy of directing more of its promotional effort to those segments of the audience that don't regularly read the amusement page.

. . . NEWS ROUNDUP

'Henry V' Opens Feb. 5

Sir Laurence Olivier's "Henry will have its first showing in S scope here beginning February the Odeon Theatre. With all reserved, the drama will be prese twice daily, with the exceptio Saturdays, when three perform will be given. A special premiere formance of "Henry V" will be at the theatre on Tuesday night ruary 4, as a benefit for the M of Dimes. The engagement wil limited to six weeks.

■

Elsa Maxwell Chairman

Elsa Maxwell will serve as Wor Division chairman for the dinn be given by the National Found for Infantile Paralysis in hono Jack L. Warner, president of W Brothers, in the grand ballroom o Waldorf Astoria Hotel here on 26. Warner will receive the Fou tion's 1957 Humanitarian Awar recognition of his valuable cont tions to human welfare."

■

'Arms' Calif. Gross High

The California gross of Davi Selznick's "A Farewell to A which has completed its fourth in eight Los Angeles theatres ar second week in 36 other Calif houses, has risen to $1,503,716, reported by 20th Century-Fox, tributor, who stated further th is expected that the picture's in the Coast state alone will $2,000,000 by March 15.

■

Lauren Bacall to Tour

Lauren Bacall is slated for a sonal appearance tour of key during February in connection the Valentine Day release of Gift of Love," in which she stars Robert Stack. The trip will er New York.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHO

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan. Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 f Single copies, 10c.

A Plan to Boost the Box Office

A BUSINESS-STIMULATING PLAN, designed for use by theatres of any size and in any community, is herewith presented to the motion picture industry by Quigley Publications. There is question that at this time the nation's motion picture box office is y in need of a hypo, and this plan should be of material benefit in ing that need.

PLAN

ıe objective of the plan is to encourage attendance at theatres of e in the over-30 age groups comprising the so-called lost audience. alls for special efforts and special inducements to reach and win patronage for theatres several times in particular months.

ıe plan is addressed to the family as a group. Thus, it promises to t the younger, theatre-going members in the exhibitors campaign terest and attract the stay-at-home elders.

is suggested that the months of March and October, when attene is apt to be sluggish, be chosen as trial months for the plan in . In relation to experience and results, individual exhibitors may to extend it through the entire year of 1959, or to whatever slack ds of the year the theatre owner may wish to apply it.

AILS OF THE PLAN

ıe theatre will sell in advance either a monthly family and individual ssions card, at discount prices determined by prevailing admission s in individual or regional situations. It should, however, be reaole enough to be a readily recognizable bargain.

suggested price would be twice the adult evening admission price n individual ticket at theatres making only one change of program dy. The charge for a family ticket at the same type of theatre ld be around three or four times the single adult admission.

card would admit the individual holder to each new program, mum of four monthly, in a theatre that changes the show weekly. family card would admit all members of a family, accompanied t least one adult, once for each program change during the life of icket. Boxes numbered to correspond to program changes may be inted on the cards and punched by the ticket-taker as used.

ace for the owner's signature should be provided on each card, in the case of family cards, space also should be provided for an specifying number of children.

• •

ıe attraction which a "bargain" holds for the average person will tate a wide distribution of the monthly rate cards. Since the more are used, the bigger the bargain for the purchaser, it would appear the uninviting appearance of a sparsely occupied auditorium could voided during the weakest attendance months of the year, when lan is put into effect.

ıother psychological advantage would be that the stimulated attene would create a favorable public impression among non-card ers and would increase drop-in trade. These factors together would e favorable word-of-mouth and would work to renew the theatreg habit among the newly won patrons.

ıe effect of attendance increases on concessions sales doesn't need asis.

ıe simplest accounting method for the revenue from card sales—it is believed that in most instances distributors will approve, since sales will represent almost 100 per cent plus revenue—probably ld be to apportion such receipts in accordance with the traditional stry daily allocation formula, adding 1/10th for each week day; ths for Saturdays and 2/10th for Sundays.

• •

operative merchants, especially those whose trade stands to benefit increased theatre attendance, could offer the cards for sale or d purchase them and offer them to customers as sales promotion cements of their own.

ıeatre personnel can be assigned to neighborhood door-to-door ıg and to telephone solicitation. Availability of the cards certainly ld be made known in the theatre's advertising, via handbills, on the marquee and on the screen. They could be sold at the boxoffice or at separate booths set up in the lobby.

The plan can be adapted to participation by community theatres, regionally and even nationally.

It costs little to place in operation, it is simple to administer, and yet it promises rich returns in direct proportion to the amount and quality of thought and plain, old-fashioned work applied to it.

Movie Ticket Month can be utilized by the smallest as well as the largest theatres.

It holds possibilities which, if realized, could arrest and reverse declining theatre attendance.

SHERWIN KANE
MARTIN QUIGLEY, JR.

Test of Baltimore Ad Tax Tentatively Set

Special to THE DAILY

BALTIMORE, Jan. 16 — The first court test of Baltimore's new taxes on advertising has been set tentatively for late February or early March. The hearing will be in Circuit Court.

Sixteen suits against the taxes have been filed by radio and television stations, newspapers and merchants. It has been agreed that all will be consolidated, and a month will be allowed for depositions and stipulations. The case is almost certain to be taken to the State Court of Appeals and perhaps farther.

Academy Roster 2,028

HOLLYWOOD, Jan. 16 — Membership of the Academy of Motion Picture Arts and Sciences now stands at 2,028, an all-time high, following the largest month's enrollment in the organization's history. A total of 258 individuals were proposed for membership during December, it was revealed, and now have been accepted into membership.

Academy president George Seaton said the sudden increase can be attributed to the new rule, adopted this year, which limits all voting in the Academy Award nominations and elections to the Academy's own members.

Tax Cut Tabled

COLUMBUS, O., Jan. 16. — Ordinance calling for an increase in the exemption from the city's 3 per cent admissions tax from the present 75 cents to 90 cents was tabled indefinitely at the first meeting of the new city council. Theatremen have been urging the increased exemption. Wesley Llewelyn, council president, said the body wished to study the ordinance, which would take some $35,000 annually from city revenues.

'Ship' Here Sunday

"The Ship Was Loaded," George K. Arthur's newest feature presentation, will have its New York premiere at the Guild Theatre on Sunday.

Davis Post

(*Continued from page* 1)

exploitation departments aimed at strengthening and broadening their merchadising activities," Pickman said.

"Under the new set up, increased emphasis will be placed on long range promotional efforts for individual pictures starting in the pre-production phase, and continuing through the point of sale. Campaigns will be planned to encompass the foreign market as well as domestic."

Prior to his joining Allied Artists, Davis was Eastern director of advertising, publicity and exploitation for Samuel Goldwyn Productions, with which company he was associated for nine years.

'Pacific' Bow

(*Continued from page* 1)

on a reserved seat basis with 11 scheduled performances per week.

The Criterion Theatre will be completely refurbished for the engagement. Projection booths will be rebuilt to house the special Todd-AO equipment, while the entire theatre will be rewired to accommodate the six-channel Todd-AO sound.

'Oregon' Dates Slated

Allied Artists' "Oregon Passage" will have its West Coast premiere on January 22 at the Liberty Theatre, Portland, Ore., where the opening will precede a multiple booking in 15 theatres in the outlying territory.

General Strike Closes Theatres in Nassau

Special to THE DAILY

NASSAU, Bahamas, Jan. 16—Theatres are closed here as a result of the general strike which brought in military forces and caused all tourists to depart.

The Wometco Bethell Brothers Theatres — Savoy, Nassau, Cinema, Capitol and Meeres—are dark. This is said to be the first time all theatres have closed because of such a strike.

Television Today

Who's Where

Christian Valentine, Jr., who has been supervisor of production for TV-film and radio commercials in the home office of McCann-Erickson, Inc., has been appointed director of the TV-radio comercial production department.

□

Lane Blackwell has resigned his position as British and European sales manager for Fremantle Overseas Radio and TV to join NBC International Ltd. in the same capacity.

□

Paul Jones, veteran advertising man, has joined Screen Gems, Inc. as national sales executive, it was announced by **John H. Mitchell**, vice-president in charge of sales of the Columbia Pictures TV subsidiary.

□

Harold C. Lang has been elected controller of the Columbia Broadcasting System, it was announced by **L. Byron Cherry**, vice-president, finance and management services of CBS, Inc.

□

Selig J. Seligman, general manager of KABC-TV, ABC-owned and operated station in Los Angeles, has been elected a vice-president of the American Broadcasting Company division of American Broadcasting - Paramount Theatres, Inc.

Basilio-Robinson Fight Set for Theatre TV

The Carmen Basilio-Ray Robinson fight at Chicago Stadium on March 25 will be carried over a closed-circuit network linked by the Group Communications Division of the Tele-PrompTer Corp., Irving B. Kahn, president, announced yesterday.

Outlets are now being lined up for the telecast by William P. Rosensohn, vice-president in charge of closed-circuit television for the company. With Chicago blacked out within a radius of 75 miles, the number of outlets will be limited only by availability of telephone lines and existing equipment. Rosensohn expects to complete plans for the network on or about February 1.

The total number of theatres is expected to be the largest ever hooked up for a telecast, and will include houses in Canada and Cuba.

On the question of pricing, the company will be guided by the experience of exhibitors in the past. The admission price for closed-circuit viewers of the fight is expected to be between $3 and $5.

SAG Will Seek Higher Rates for TV Plugs

From THE DAILY Bureau

HOLLYWOOD, Jan. 16—Screen Actors Guild executive secretary John L. Dales announced today negotiations with producers of filmed television commercials and advertising agencies for a new contract to replace the present pact, which expires March 20, and revealed rate increases ranging from 15 to more than 100 per cent will be demanded "in order to compensate for the vast expansion in the television audience and the number of market areas since the first filmed commercial contract was negotiated in 1953."

30 Points Outlined

Dales said, in an announcement accompanied by an eight-page pamphlet detailing 30 points in the proposal, "Substantial rate increases and other proposed changes, particularly as they relate to filmed commercials used as spots and on local participating programs, present new approaches to meet the vastly changed position and economics of the industry."

The Association of Motion Picture Producers, Alliances of Television Film Producers, and the New York Film Producers Association, will sit in on the negotiations.

The contract sought is for two years from March 2nd.

NAB Boards to Confer Jan. 22-24 at Phoenix

From THE DAILY Bureau

WASHINGTON, Jan. 16—Major problems of the broadcasting industry will be discussed by the board of directors of the National Association of Broadcasters at the winter meeting January 22-24 at the Camelback Inn, Phoenix, Ariz.

Harold E. Fellows, president, states that the radio board will meet January 22 and the television board January 23. Two of the major items on the joint board agenda will be recent developments in state and local taxation of advertising and current legislative and other governmental matters pending in Washington.

Los Angeles Report Slated

Reports will be presented on the 1958 NAB convention to be held in Los Angeles and recommendations for a site for the 1961 convention. Budget recommendations will be presented and the expansion of public relations activities will be discussed.

'Dan McGrew' Series Set

HOLLYWOOD, Jan. 16—Sam Bischoff and Crane Wilbur announced today the formation of Bischoff-Wilbur Productions to produce a television series titled "Dangerous Dan McGrew."

REVIEW:

Darby's Rangers

Warner Bros.

THE TITLE SOUNDS like a western, but it isn't. Rangers in this case re to a U.S. commando-type unit trained by the British in World Wa which distinguished itself in the Africa landings, the invasion of Si the northern mountain-by-mountain fighting in Italy, and the A beachhead. The story is told by concentrating on a colonel, a lieute two sergeants and a few men, with emphasis on the varied roma as well as their fighting talents up to the time the decimated un disbanded at the close of the war.

The picture is a blend of violent realism in the field, fast-mo courtships, and touches of humor that keep the interest at a high p William A. Wellman is a master of this directorial technique.

James Garner, star of the well known "Maverick" television prog appears as Major William Darby, organizer of the rangers, shrewd j of candidates for his unit, trainer, friend and guide. He is dignified restrained and convincing. In other words, his performance is impre throughout.

The realism achieved with the help of Col. Roy A. Murray, wa commander of the USA 4th Ranger Battalion, and two Army pr training instructors, Second Lieutenant Lee Mize and Sergeant Class Richard Sandlin of the USA Infantry School, is remarkable the kind of rough stuff that makes a football game look like a ping match by comparison.

Courtships are on a catch-as-catch-can basis throughout. In Lo Hank Bishop (Stuart Whitman), a card sharp before entering the looks at a pretty London bus conductor (Joan Elan). A few scenes she is cooking breakfast for him in her apartment. After an interv informs her aristocratic parents (Reginald Owen and Frieda Ine that she is going to marry him. He resists, but after Anzio goes ba England where Bishop teaches the parents a few card tricks.

Up in Scotland where the unit is sent for further training the me billeted with families. Rollo Burns (Peter Brown) is billeted wit McTavish (Torin Thatcher), dour Scot home guardsman, and his d ter Peggy (Venetia Stevenson), a pretty blonde. The young peop married before the unit leaves for the front. Tony Sutherland Allen), who has a habit of boasting about his love life, has an affai the wife of an archaeologist (Andrea King) and is killed shortly wards by a fall from a cliff while scaling it on a rope.

The training sequences in Scotland are the type of thing tha to make the youngsters howl with delight during the western seri

There is plenty of action and some fine emotion-stirring actin one of the season's big pictures on the Warner schedule. The r time makes single billing necessary.

Running time, 121 minutes. General classification. Release, in Ja

JAMES M. JE

NTA Seeks to Halt Sale of AAP Stock

Legal complications resulting from a transfer of stock of Associated Artists Production stock to which National Telefilm Associates objects have been extended. NTA has applied for a court order to require United Artists and Gotham Television Corp., its wholly-owned subsidiary, to hold up the transfer of Associated Artists stock until a decision has been rendered. The action was filed in N. Y. Supreme Court by Hays, Sklar & Herzberg, law firm.

Louis Chesler, Maxwell Goldhar and M. Mac Schwebel recently agreed to sell their controlling interest in Associated Artists to the U. A. subsidiary.

The 700,000 shares of AAP capital stock which Gotham acquired was repledged with Chemical C change Bank. The bank is n one of the defendants. NTA suffered $200,000 in dama seeks to have the AAP stoc ferred to it by court order.

Screen Gems Releas 112 More Films to

Fifty-two films from the C library, 52 from Universal an originally produced for the T house 90 series are in a new g 112 features about to be rele television by Screen Gems.

Among the film titles are Horizon," "Mr. Smith Goes t ington," "All Quiet on the Front," "It Happened One "My Sister Eileen," "Song to ber," "All My Sons" and "E of Heaven."

o Want Single Bills; o Want Duals

the much-discussed subject of e-features the MPAA industry mer survey showed the public t evenly divided. There were 50 ent for single features, 49 per for duals and one per cent no rence.

hnston Calls

(*Continued from page* 1)

of moviegoers. During the period e survey, the average weekly at- nce at movie theatres was 54,- 00. The data indicated that a portion of them are regular ly visitors to theatres.

aturally, large numbers of people vatching television. But they are movie fans—and when a new comes along that they want to hey flock to the theatres. As time on, this trend will continue to

Calls Survey 'Most Valuable'

he survey provides insights which be most valuable in planning for uture. We will be reviewing and zing the data for months to . It is essential for us to know e can about our customers whom nust constantly strive to please. his study of its customers the in- y has made an important step ard. We hope it can be a con- ng effort. One thing we are now of—the public wants movies. So as this holds true, our future is t and all temporary obstacles be hurdled."

PEOPLE

eorge Kraska, publicist at Em- Pictures Corp., Boston, is re- from active business, but will nue to act in an advisory capac- or the company.

□

oward A. Sauer, superintendent e roll film division for Eastman ak Co., Rochester, has retired 39 years with the company. He been succeeded by **Emerson W. osser,** who was assistant super- ident of the division.

□

hanna Grant, film publicist, has d the Eastern staff of Rogers, an & Jacobs, Inc., where she operate in the company's motion re division.

□

lwood Gebhart has been named clerk with the Maryland State d of Motion Picture Censors.

Survey Reveals Habits of Film-Going Public

(*Continued from page* 1)

the survey, pointing out significant data.

Ralph Hetzel of the MPAA then introduced J. Stevens Stock, MPAA researching consultant, who gave brief examples of how the survey could be used as a working tool for the entire industry.

Full Support to Johnston

Following presentation of the survey, Johnston asked for and received board backing on the following: making the survey public; making a similar presentation to key exhibitor leaders sometime next week; authorizing appointment of a special survey committee made up of exhibitor and distributor representatives who will study the survey in some detail and determine how it can be applied to the betterment of the industry.

Highlights of the survey, made at a reported cost of $75,000 during June and July, 1957, have been put into a 23-page booklet illustrated with graphs.

This is the first survey of the kind.

Questioning of 5,021 persons covered four principal points: (1) characteristics of the movie audience; (2) movie advertising; (3) factors motivating attendance and non-attendance; (4) the role of theatre facilities and exhibition practices.

Questions on television brought out what most industry leaders have contended for some time—that 54 per cent of the movie-going population go less often. Of these, 22 per cent said this was due to television; 10 per cent to lack of time, 5 per cent to other activities.

One person in every three said he would have gone to movies at least once in the preceding month if there had been no television competition.

Seventy-two per cent of all filmgoers had gone to drive-ins, and 30 per cent were regular patrons.

Some of the other highlights showed:

By age groupings—72 per cent of admissions during the survey were people under 30 years of age. 52 per cent were under 20. This part of the survey was made from June 13 to July 15 when schools were not in session.

By regions—35 per cent of the population in the south attend theatre showings. 14 per cent of the west. 26 per cent of the northeast. 25 per cent of the north central area.

By cities—30 per cent in cities of a million or over. 22 per cent in cities of 100,000 to 1,000,000. 22 per cent in urban areas below 100,000. 26 per cent in rural areas.

Frequency of attendance—62 per cent once a week. 15 per cent oftener. 27 per cent one to three times a week. 22 per cent less than once a year.

Companions—13 per cent went alone. 87 per cent with someone.

Newspaper Ad Helpful

Advertising—59 per cent mentioned newspaper ads as their motivation. 40 per cent mentioned television. 32 per cent, theatre signs. 30 per cent, magazine ads. 23 per cent previews in theatres. 19 per cent radio ads. 18 per cent billboards. 9 per cent store posters (window cards).

Responses to advertising questions showed 33 per cent found them "interesting"; 23 per cent "helpful"; 17 per cent "believable," 16 per cent "in good taste"; 21 per cent, "clever"; 25 per cent "exaggerated"; 14 per cent "misleading"; 3 per cent "objectionable."

Public Splits on Question of Pay-TV

The MPAA industry consumer survey showed that 41 per cent of those interviewed want films on pay-television, and 41 per cent said they wanted their films shown in theatres. And 18 per cent had no preference.

Fox Meeting Today

(*Continued from page* 1)

U.S. and Canada following which he will visit all of the branches in the domestic organization.

The patronage-expansion program, according to Harrison, will include a number of "precedent setting" distribution and merchandising procedures designed to accelerate interest in motion pictures in every type of theatre operation, from major key-city first-runs to the smallest rural situations.

Norris, Moskowitz to Attend

C. Glenn Norris, central Canadian division manager and Martin Moskowitz, Eastern division manager, will accompany Harrison to each of the special meetings and will assist in conducting the sessions.

Coast Hospital Drive Set

HOLLYWOOD, Jan. 16 — William Goetz, Samuel J. Briskin and Armand S. Deutsch will spearhead the $110,000,000 Cedars of Lebanon Hospital campaign, which gets under way Wednesday evening with an advance-gifts dinner at Romanoff's Restaurant.

IA Charter to Scripters

HOLLYWOOD, Jan. 16. — The Script Supervisors Guild, organized in 1937, and which voted last May to affiliate with IATSE, will receive its new charter from IATSE president Richard Walsh Monday evening at a membership meeting. Merta Rebner is president.

THE EIGHTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 26. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $3.75 each)

National Pre-Selling

ACCORDING to legend, the famous Johnny Appleseed planted, along with his apple seeds, one exotic Chinese seed of a golden raintree. Whoever found the tree would also find love, happiness and the secret of life. Florence Somers, in the January "Redbook," says "'Raintree County,' based on this legend, is an extremely handsome cinema version of the best-selling novel about three young people in search of the raintree. In the film, looking more beautiful than ever, Elizabeth Taylor gives the best performanee of her life." "Raintree County" is the "Redbook" pieture of the month for January.

•

The technical staff at a Hollywood studio has apparently overcome the law of physics, according to a photo made on the set of "The Old Man and the Sea," which appears on the page facing the inside back cover of "Life's" January 20 issue. A frogman working in a million-gallon water tank on a Warner set had been in the water maneuvering a boat and some rafts for close-up shooting of the picture based on the latest Hemingway book. The photo is an artful illusion that will bring this new film to the attention of the many million readers of "Life."

•

Burl Ives who appears in "Desire Under the Elms," has written a pungent article for the January issue of "McCall's." Burl tells how he plans to sail his boat around the world on a three year trip. To give the artiele a salty touch, he made a sketch of a barge transformed into a self-sufficient home which has a vegetable and flower garden to please the distaff members of the family.

•

"Photoplay's" February issue has a story of Bill Holden on location in Ceylon for "The Bridge on the River Kwai." Bill, who brought his wife, Brenda Marshall, to Ceylon, spent a year there on location for this new Columbia film. He is shown making friends with a cobra and acting as a straight man for a trick elephant. Bill says, "America would be a better country if more of us traveled extensively and learned to understand first hand ways of life in other countries."

•

"Path of Glory," reports "Coronet" in the January issue, "ranks among the finest anti-war films ever made. Movie audiences may feel punched relentlessly in the solar plexus when it's over. This cumulative shocking effect is international."

WALTER HAAS

Pay-Television

(*Continued from page 1*)

dicates the need for legislation, the probabilities are we will require legislation from Congress to plug some loopholes" with which the commission might become concerned after it watches toll-TV tests.

Doerfer testified as the FCC wound up three days of testimony in the committee's toll-TV hearings. Tomorrow pay-TV proponents take the stand, with W. Theodore Pierson for Zenith Radio Corp. the first witness and Paul Porter appearing for International Telemeter.

Calls Legislation Necessary

Yesterday Doerfer promised the committee to come to Congress before permanently authorizing toll-TV. Today he took it a step farther by indicating that some additional legislation would likely be necessary.

If the FCC decides toll-TV should be authorized, Doerfer said, he would be prepared to make Congress a "substantial showing" that it would be in the public interest, and that the "touchstone" for legislation should be "to promote the public interest—or at least protect it."

Some 20 committee members questioned Doerfer during the three days, and none came out for toll-TV. More than half indicated grave doubts about the proposal, while the rest were non-committal in their questioning.

Three-Point 'Criteria'

Doerfer told committee chairman Harris (D., Ark.) that the financial success of toll-TV would not be a criterion for deciding whether the medium was in the public interest. The commission would use as public interest criteria, he said, how toll-TV proponents gained financial success, whether the service was "implementing some dark frequencies" and whether it was "supplementing existing programs or taking over popular programs and siphoning them off."

Doerfer admitted there had been no "great public outcry" for toll-TV and that the FCC so far has received only one application from a television station asking to use toll-TV. "I would say that if only one came in it would not be an adequate test," he told Rep. Dingell (D., Mich.). He added, however, that he expected more applications before the March 1 deadline.

Sees Confidence Lacking

The very fact that only one application has been received is "some indication that the entrepreneurs and those who urged subscription television are not confident" of the success of the medium, Doerfer said. He promised there would be no extensions of experimental licenses beyond the maximum three-year period of the test. When it is over, he declared flatly, "subscription television will be either permanent or dead."

His testimony indicated, however, that if the service should become permanent, this would not be achieved for many years. At several points during his testimony he said the commission would hold evidentiary hearings at the close of the tests, thus shoving further away the time the subject is brought to Congress.

Doerfer also stated he thought there would be a court test if toll-TV is authorized permanently. "Almost everything we do has a court test," he said wryly. "I am perfectly willing to leave it to the court."

Senator Potter (R., Mich.), in a statement submitted to Harris, called on the House committee "to take all appropriate action to prevent pay television from obtaining a foothold." Potter, himself a member of the Senate Commerce Committee, said the FCC's power to authorize toll-TV tests "is open to serious legal question." He argued also that toll-TV would ultimately destroy free TV.

Guild Boards to Talk Republic Sales to TV

From THE DAILY Bureau

HOLLYWOOD, Jan. 16 — Confirmation of Republic Pictures' long-anticipated sale of post-1948 features to television brought no joy to talent guilds today, but neither did it spark red-hot response from guild officials. Perhaps because the sale had been expected, and in view of the fact that Republic had dealt with the guilds as per agreement in the earlier sale of post-1948 films, talent guilds today declined to make specific comment on this transaction pending submitting matter to board members at next meeting.

The Screen Actors Guild board meets on Monday night, Screen Directors Guild the same night of a week later, and the Writers Guild of America, West, later in the month.

Some Surprise Shown

Surprise was expressed, unofficially, that the transaction had gone through without preliminary discussions with the guilds, which would have fulfilled the informal gentlemen's agreement depended upon. The basic circumstance, as is generally known, consists simply of an agreement that any company selling post-1948 product to television without conferring with the guilds can be considered as having voided the existing contract for service (one producer denied service on this count several years ago has not produced any pictures since, in his own right, although he has functioned as advisor and counselor for another producing company).

Under a strict interpretation of existing agreements, Republic may be said to have voided guild contracts by the act of the sale itself.

'Lovemaker' to Compete

"The Lovemaker," originally titled "Calle Mayor," has been chosen by Spain's official film selections committee to compete for the Academy Award nomination for "best foreign film," it was announced yesterday by Trans-Lux Distributors, who will shortly release the picture in the U. S.

Mexican 16mm Clubs S... Aid to Theatre Business

Special to THE DAILY

MEXICO CITY, Jan. 16 — ...tors are actually welcoming ...creasing competition throughou... ...ico, the Cinema Club, of whic... ...are already 52 that have a tota... ...bership of more than 50,000.

Exhibitors feel that these ... which are serviced with 16m... by embassies of the U.S., Gre... ...ain, France and other countri... use motion pictures as publici... ...cles, are inducing many peop... ...ticularly in the provinces, to ... the theatre, instead of stayin... or watching TV.

Lasky Funeral Hel...

(*Continued from page 1*)

of Hollywood and its traditio... died Monday. Nature provide... fect summer day for the servi... marked the end of a career s... ly appreciated by his peers ... Screen Producers Guild, wh... formed long after he had retir... steady production to periodic ... bestowed upon him its first M... Award (1951) as "the individu... work has made an outstan... torical contribution to motio... industry."

'Giant in Filmdom'

Samuel G. Engel, SPG p... referred to the deceased in h... following Rabbi Edgard F. ... reading of Twenty-Third Psa... giant in filmdom." Express... gratitude for Lasky's advice a... sel in the formulation and ... ment of that organization, E... "He was taller than any of ... never looked down on anyo...

Rabbi Magnin, who traced ... admiration for the deceased ... their mutual birthplace, S... cisco, and their association ... than 40 years here, said th... his book, "I Blow My Own ... a misnomer for a man who ... with dignity and pride whe... smiled upon him, and walked ... ly and proudly when it did ...

Japanese Entertai...

HOLLYWOOD, Jan. 16— ... film stars who are here en... New York for the Japan ... Festival were greeted today ... resentatives of the Motio... Producers Association, head ... Frank Freeman, board chai... ranking American players a... officials.

The group from Japan ... tained tonight by the Los ... chapter of the Japan Society...

Skiatron Names C...

HOLLYWOOD, Jan. 16 — ... Carter, formerly a memb... studio press department at ... International, has been nam... ity director of Skiatron TV ...

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 13 NEW YORK, U.S.A., MONDAY, JANUARY 20, 1958 TEN CENTS

Steady Pickup

ew Earning end Going ward: Vogel

pany Loss for Year ed Aug. was $455,000

w's, Inc., has passed the down-rend in earnings which set in ast year and caused a loss of $455,000 for the fiscal year ended Aug. 31, 1957, and is now looking forward to a steady pickup.



ph Vogel

The hopes of Joseph R. Vogel, president, are based on two factors — increased receipts and payroll and administrative economies of $4,000,000, plus additional savings of $2,000,000 effected he annual financial report was

(*Continued on page 7*)

C to Acquire Stock kouras Theatres

d Artists Theatre Circuit will e to consolidate its interests r theatre circuits by acquiring standing stock of Skouras The-rp., it was learned here at the d. The move is similar to that n 1955 when UATC acquired er cent interest in Rowley Theatres.

uncement of the deal will fol-mal approval by the Internal e Department, which is being only by the usual "reams of

(*Continued on page 2*)

elevision Today

Page 6

NAB for Gov't TV-Test Rein

By J. A. OTTEN

WASHINGTON, Jan. 19. — The National Association of Broadcasters has asked the House Commerce Committee to adopt a resolution asking the Federal Communications Commission not to proceed with pay-TV tests without "specific guidance from Congress." The request was made to the committee by NAB president Har-

(*Continued on page 6*)

Film-Sales-to-TV Meet Brings No Joint Action

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 19. — Ways and means of coping with the situation inherent in the manifest possibility that distributing companies other than Republic Pictures may emulate, sooner or later, that company's example in selling post-1948 pictures to television, appeared no nearer at hand at the weekend, following the Screen Producers Guild's cross-industry meeting on the matter

(*Continued on page 7*)

O'Leary Named Fox S. F. Branch Manager

John J. O'Leary, a salesman at 20th Century-Fox's Washington, D.C. branch, has been elevated to the post of San Francisco branch sales manager, it was announced at the weekend by 20th general sales manager Alex Harrison. O'Leary will work un-

(*Continued on page 2*)

'Wouldn't Even Sell Short Subjects'

Harrison Hits Sales To TV, B. O. Prices

20th-Fox Executive Says Quality of Picture Should Determine Theatre Scale

Special to THE DAILY

PHILADELPHIA, Jan. 19—Sales of feature films to television and the inflexibility of theatre admission prices were attacked by Alex Harrison, general sales manager of 20th Century-Fox in setting the stage at the Hotel Warwick here Friday for a two - day sales conference on the company's distribution plans for its new production schedule.



Alex Harrison

"If I had my way," he said emphatically, "I would not sell any motion picture to television, not even a single short subject or feature of any kind."

Turning his attention to admission prices, he said they "should be deter-

(*Continued on page 7*)

Texas Drive-in Meeting Gets Underway in Dallas

Special to THE DAILY

DALLAS, Jan. 19—The sixth annual convention of the Texas Drive-In Theatre Owners Association got underway here today with registration at the Baker Hotel. A meeting of the board of directors was scheduled for the afternoon, and a buffet party was scheduled for tonight.

The delegates were also to begin balloting for the organization's "booker of the year." Selection is to be

(*Continued on page 7*)

Shirley Temple Films Slated for Reissue

Due to the success of Shirley Temple's old films on television A. W. Schwalberg, director of NTA Pictures, Inc., has informed exhibitors that until further notice, all her pic-

(*Continued on page 6*)

Ricketson in New Plea For Spaced Releases

From THE DAILY Bureau

LOS ANGELES, Jan. 19 — Amplifying with facts and figures his recent attack on the practice of releasing box-office blockbusters in December, National Theatres vice-president Frank H. Ricketson, Jr., on Friday said, "the claim that December is a

(*Continued on page 7*)

Set Ruling Feb. 4 on Mich. Truck Dispute

Special to THE DAILY

LANSING, Mich., Jan. 19—A ruling on the long dispute of exhibitors represented by Michigan Allied with Film Truck Service, Inc. will be handed down by February 4. Commissioner

(*Continued on page 6*)

Johnston Favors Full Study of TV Spectaculars for Theatres

Closed circuit live talent telecasts to theatres across the country once a month, as suggested recently by George Sidney, producer, to Eric Johnston, president of the Motion Picture Association, as a business-building experiment were described as a "magnificent idea" in Johnston's reply to Sidney, made public at the weekend. He informed Sidney that he will soon make a trip to the coast and wants to discuss it further.

Johnston pointed out there were many problems to be solved, because the largest number of theatres ever hooked up for a closed circuit telecast was 174, with a total audience of 500,000. The program was a boxing match with prices ranging from $3 to $5.

The Sidney plan would need thousands of theatres to make it worthwhile, Johnston wrote.

"For the theatres there are two

(*Continued on page 6*)

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager; C. GLENN NORRIS, central Canadian division manager, and MARTIN MOSKOWITZ, Eastern division manager, will leave here Monday for St. Louis.

•

HERBERT WILCOX, producer, returned to London yesterday from New York via B. O. A. C.

•

DAVID O. SELZNICK will return to New York early this week from the British West Indies.

•

CHUCK VETTER, head of Amalgamated Productions, Inc., has left New York for London via B. O. A. C.

•

JEAN SEBERG will leave New York today for Philadelphia, after which she will visit Washington.

•

ALFRED HITCHCOCK left here on Saturday for Jamaica, B. W. I., via B. O. A. C.

Brandon Chase to Make Dual-Tongue Features

From THE DAILY Bureau

HOLLYWOOD, Jan. 19 — Brandon Chase, former producer of documentaries on Europe, now operating the Jocelyn-Chase advertising and public relations agency in New Orleans, told MOTION PICTURE DAILY in a phone interview from his city, that he is forming a subsidiary to produce theatrical features in dual language versions, Spanish and English, in Cuba.

Chase voiced confidence in the future of theatrical films, and is planning a program of modest budget outdoor films, with the Spanish version already committed to a Spanish distributor.

Chase stated he is completely financed, and will soon name a Hollywood representative to negotiate for stars and stories.

3 UA Records Slated

United Artists Records will launch 1958 program with three new 45 rpm singles including the theme song from the United Artists film, "The Quiet American," and a pair of tunes by UA Records' new discoveries, Warren Miller and Al Taylor and The Poodles.

Flinn Arrives Today For AA Realignment

John C. Flinn, Allied Artists national director of Advertising and Publicity, will arrive in New York today from Hollywood to realign the Eastern office of his department following the resignation of Martin Davis, Eastern advertising and publicity director. Davis leaves to take an executive post with Paramount, effective January 31.

During his one-week stay in New York, Flinn will confer with Edward Morey, vice-president, and Morey R. Goldstein, vice-president and general sales manager, regarding release plans of forthcoming pictures.

Set House Hearings on Reciprocal Trade Pacts

From THE DAILY Bureau

WASHINGTON, Jan. 19. — The House Ways and Means Committee will start hearings on Feb. 17 on the Administration's program to extend the reciprocal trade agreements program. Film industry officials have been long-time supporters of the program, which faces a tough fight in Congress this year.

Irene Dunne to Speak At Church Breakfast

From THE DAILY Bureau

HOLLYWOOD, Jan. 17—Irene Dunne will be the keynote speaker at the seventh annual motion picture industry Catholic Communion Breakfast here, February 2, Chairman M. J. E. McCarthy has announced.

Molly Bee and Tommy Morgan will participate in the entertainment program which follows breakfast at the Hollywood Palladium. Holy Mass will be celebrated at the Blessed Sacrament Church by His Eminence J. Francis Cardinal McIntyre. Monsignor John J. Devlin is spiritual advisor for the event.

O'Leary Named

(*Continued from page* 1)

der San Francisco branch manager Jack Erickson.

O'Leary has been attached to the Washington branch since 1944, serving as office manager and salesman. Prior to 1944, he had been a traveling auditor for 20th from the time he joined the company in 1937.

Coast Labor Meet Today

HOLLYWOOD, Jan. 19. — The AFL Film Council called special meeting for Monday to launch a campaign opposing a proposed statewide referendum in behalf of legislation regarded as anti-union in effect. IATSE president Richard Walsh, Los Angeles Central Labor Council's W. J. Bassett and members of the California Federation of Labor will attend the session.

Louis Phillips Elected Head of N.Y. Law Unit

Louis Phillips, vice-president and general counsel of Paramount Pictures and senior member of the law firm of Phillips, Nizer, Benjamin & Krim, has been elected president of the New York University Law Alumni Association, Inc., according to an announcement at the weekend by Dean Russell D. Niles of the New York University School of Law.



Louis Phillips

Phillips is a member of the class of 1915 Law, and was admitted to the New York Bar in September, 1916. He has been a practicing lawyer ever since. He has tried important law suits involving the motion picture and entertainment industries, not only in New York but in the Federal Courts in other states.

AIP Invites Exhibitor Production Assistance

From THE DAILY Bureau

HOLLYWOOD, Jan. 19—American International Pictures is inviting leaders from exhibition to take part in a film production plans board which would help formulate production policy, it was announced at the weekend. The invitation to circuit and independent theatre operators to participate is contained in a letter signed by company heads James H. Nicholson and Samuel Z. Arkoff.

Under the plan exhibitor participation will include use of a direct "pipe line" to AIP executive offices to convey ideas, comments and suggestions bearing on production plans. Members of the "exhibitor production plans board" will be supplied with scripts, titles, promotion plans and other materials pertinent to film making and marketing.

The company aim is to develop an advisory board which will a cross-section of national exhibition with a total of 20 members. The board will function by wire, phone, and letter as well as personal meetings.

Gold Medal's Plans

Details of an expanded theatrical and TV film production schedule in New York are scheduled to be announced by Gold Medal Studios at a press luncheon at 21 Club here tomorrow.

UATC's Stoc

(*Continued from page* 1)

paper work." Although UATC then be in financial control of Sk Theatres, the latter will continu operate under its present identity with the same corporate officers.

The UATC-Skouras deal has in the works for some time, de reports to the contrary that Rand Theatres would take over oper of the Skouras chain, which pres Spyros S. Skouras denied here a weekend. UATC is also tryin work out a similar plan with I force, although that project i from nearing completion.

Have Share in Metropolita

Skouras and Randforce are shareholders in the complicated known as Metropolitan Playh UATC is owner of 60 per of Metropolitan and RKO Th another 20 per cent. The latter, ever, was compelled under the trust decrees to dispose of its in although attempts, to do so so-fa been unsuccessful.

According to the 1958 Interna Motion Picture Almanac, UAT erates 21 theatres, mainly in fornia, Skouras 49, all in the York metropolitan area, Randfor also all in New York, and F United 121, principally in Tex the surrounding area. When U plans to acquire financial cont the three circuits are eventuall pleted, it will have majority i in some 222 theatres.

Partner in Magna

UATC is also financially ac Magna Theatre Corp. and To Corp., the licensed producers t motion pictures in the wide process.

V.C. Cites Mrs. Sko

SAN FRANCISCO, Jan. her efforts in raising funds to Italy's Boy's Town, Mrs. Ge Skouras, wife of the presid United Artists Theatre Circu honored Friday night with th Hearts Award of the Norther fornia Variety Club at the annual crew installation, banq ball at the Sheraton Palace Ho

Making the presentation coveted plaque was reelecte barker Irving M. Levin.

Dinner for Floersh

An informal testimonial din be held Thursday evening Floersheimer who is leavi Walter Reade circuit to beco lic relations director for the Owners of America. The din be held at the Garden State Restaurant near Asbury Park,

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor, Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, New Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Pres de J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandis published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Alman Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $1 Single copies, 10c.

20th CENTURY-FOX TENTATIVE RELEASE SCHEDULE
FIRST QUARTER OF 1958

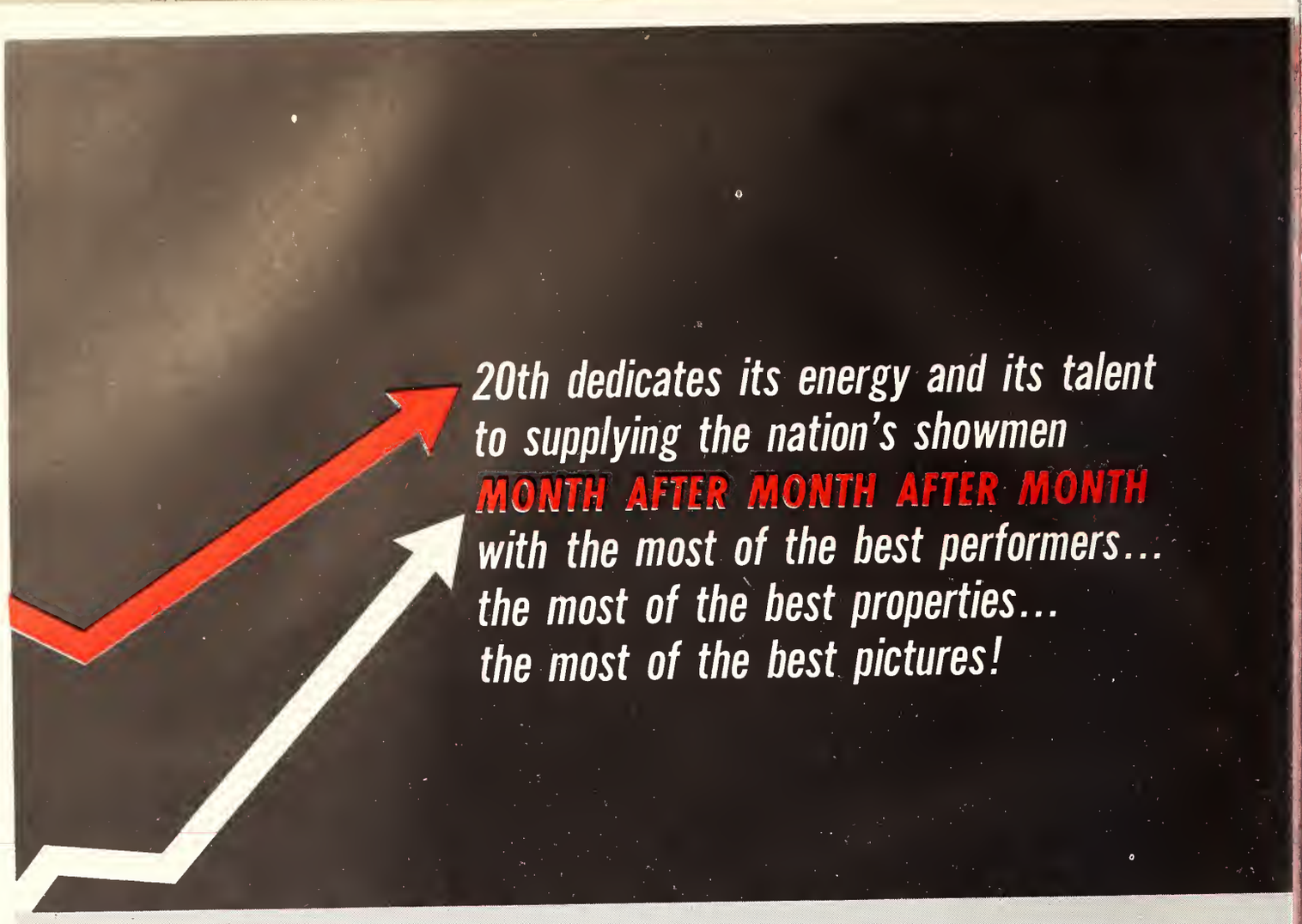
DATE	TITLE	STARS	CREDITS

20th CHARTS YOUR FUTURE

again... in 1958...
exhibitors can depend
on a week-in, week-out
schedule of the biggest shows
backed by the biggest showmanship
as 20th keeps the blockbusters coming...
every week of the year!



AND THIS IS HOW IT ALL BEGINS . . .



20th TENTATIVE FEATURE RELEASE SCHEDULE FOR JANUAR

DATE	TITLE	STARS	CREDITS
Jan. 1	Jerry Wald's production of PEYTON PLACE CinemaScope.Color by De Luxe	Lana Turner, Hope Lange Lee Philips, Lloyd Nolan Diane Varsi, Arthur Kennedy Russ Tamblyn, Terry Moore	Producer: Jerry Wald Director: Mark Robson Screenplay: John Michael Hayes
Jan. 8	THE ENEMY BELOW CinemaScope.Color by De Luxe	Robert Mitchum Curt Jurgens	Producer-Director: Dick Powell Screenplay: Wendell May
Jan. 15	ESCAPE FROM RED ROCK Regalscope Regal Films Inc. Production Released by 20th Century-Fox	Brian Donlevy	Producer: Bernard Glass Director: Edward Bernds Screenplay: Edward Bern
Jan. 22	DIAMOND SAFARI Released by 20th Century-Fox	Kevin McCarthy	Producer-Director: Gerald May Screenplay: Larry Marcu
Jan. 29	SING BOY SING CinemaScope	Tommy Sands Lili Gentle Edmond O'Brien	Producer-Director: Henry Ephron Screenplay: Claude Bin



A suggestion to busy exhibitors: **CLIP THIS AD AND PLACE IT UNDER THE GLASS TOP ON YOUR FOR QUICK, EASY REFERENCE!** A daily reminder to count on 20th for day-in, day-out support!

)th TENTATIVE FEATURE RELEASE SCHEDULE FOR FEBRUARY

TE	TITLE	STARS	CREDITS
b.	David O. Selznick's production of Ernest Hemingway's A FAREWELL TO ARMS CinemaScope.Color by De Luxe Released by 20th Century-Fox	Rock Hudson Jennifer Jones Vittorio De Sica	Producer: David O. Selznick Director: Charles Vidor Screenplay: Ben Hecht
b. 2	THE GIFT OF LOVE CinemaScope.Color by De Luxe	Lauren Bacall Robert Stack	Producer: Charles Brackett Director: Jean Negulesco Screenplay: Luther Davis
b. 2	BEAUTIFUL BUT DANGEROUS Released by 20th Century-Fox	Gina Lollobrigida Vittorio Gassman Robert Alda	Producer: Maleno Malenotti Director: Robert Z. Leonard Story by: Maleno Malenotti
b. 9	CATTLE EMPIRE CinemaScope.Color by De Luxe	Joel McCrea	Producer: Robert Stabler Director: Charles Marquis Warren Screenplay: Endre Bohem, Eric Norden
b.	PLUNDER ROAD Regalscope Regal Films Inc. Production Released by 20th Century-Fox	Gene Raymond Wayne Morris	Producer: Leon Chooluck, Laurence Stewart Director: Hubert Cornfield Screenplay: Steven Ritch

20th TENTATIVE FEATURE RELEASE SCHEDULE FOR MARCH

TE	TITLE	STARS	CREDITS
r.	Jerry Wald's production of William Faulkner's THE LONG HOT SUMMER CinemaScope.Color by De Luxe	Paul Newman, Joanne Woodward Anthony Franciosa Orson Welles, Lee Remick Angela Lansbury	Producer: Jerry Wald Director: Martin Ritt Screenplay: Irving Ravetch, Harriet Frank, Jr.
r. 2	In honor of the 100th anniversary of Lourdes, the return of THE SONG OF BERNADETTE	Jennifer Jones	Producer: William Perlberg Director: Henry King Screenplay: George Seaton
r. 9	COUNT FIVE AND DIE CinemaScope	Jeffrey Hunter Nigel Patrick Annemarie Duringer	Producer: Ernest Gartside Director: Victor Vicas Screenplay: Jack Seddon, David Pursall
:.	AMBUSH AT CIMARRON PASS Regalscope Regal Films Inc. Production Released by 20th Century-Fox	Scott Brady Margia Dean	Producer: Herbert E. Mendelson Director: Jodie Copelan Screenplay: Richard G. Taylor, John K. Butler
r. 6	THE HELL BENT KID CinemaScope.Color by De Luxe	Don Murray Diane Varsi	Producer: Robert Buckner Director: Henry Hathaway Screenplay: Robert Buckner, Wendell Mayes

Television Today

IN OUR VIEW

IT WAS ONE of our more successful musical comedy stars, if memory serves aright, who once warbled, quite effectively: "I like a man who takes a chance." The sentiment comes to mind with respect to television and a little incidental procedure called programming.

We are concerned at this moment with an example which, if programming be considered the life blood of the medium, might be described as an adrenalin treatment. We have reference to NBC's "The Jack Paar Show," replacing the "Tonight" format in the late period. The background is interesting, significant and informative.

•

As Bob Sarnoff, NBC president, describes the situation in a recent communique to TV editors, *et al*, the first "Tonight" show, with Steve Allen, did very well. But Mr. Allen's talents were needed elsewhere to stem a competitive tide. And thumb-in-the-dike Allen accomplished his mission admirably where and when he was most needed. At that point "Tonight" was envisioned with a broader base, moving from the single star format to one in which "America After Dark" would be presented in panoramic form. Newspaper columnists would be on from various sections of the country with special guests. It was all going to be excitingly "live," and Mr. Sarnoff reports audition enthusiasm at a remarkably high level—and hopes likewise.

The result was practically unanimous critical condemnation, despite alterations looking to improvement, and eventual sponsor avoidance which became really critical. Then last Summer, as Mr. Sarnoff tells it, came the moment of decision, as he and Robert Kintner studied the situation. Should "live" programming go in favor of late hour feature films, or should they back the Sarnoff conviction that "live" programming was essential to the future of television?

•

The decision was made to stay "live," and that decision in itself appears to us testimony to the courageous and forward looking approach of Mr. Sarnoff. Once again he demonstrated that he has the courage of his convictions and an alert desire always to move forward. And then Jack Paar arrived in the proverbial nick and all was right with the notion. So all right, in fact, that the "Tonight" on the Hudson theatre marquee will henceforward read "The Jack Paar Show."

The point of the anecdote is not that "The Jack Paar" show is a late night "live" success, or that Paar arrived on the scene so opportunely. Rather, as we see it, the point here is that there was sufficient combative enthusiasm in high places for an idea, a concept of action, even when it was contrary to the generally accepted pattern of the moment. That's economic courage—and progress.

A completely fascinating footnote to television history was written quite recently, it seems to us. When Dave Garroway mentioned on the "Today" program that he would send a copy of the famed and startling "Roekefeller Report" on national security to any interested viewer, he was swamped with more than 200,000 requests for the full 25,000-word text. Morals? Two, perhaps. One, that people are doing a lot more thinking about important matters than they are generally given credit for. Two, if it need be repeated, television is an amazing instrument of inestimable potential.

—Charles S. Aaronson

NAB for Rein

(*Continued from page* 1)

old Fellows in testimony late Friday. Earlier in the day, three proponents of toll-TV—Zenith, International Telemeter and Skiatron—testified in defense of the commission's authorization of a test of subscription television.

The committee's toll-TV hearings will resume Tuesday. The first witness then will be Solomon Sagall of the Teleglobe toll-TV system. He will be followed by the presidents of the three television networks and other pay-TV opponents.

Fellows said that tests of pay-TV should not be authorized because such authorization would be "tantamount to a determination that pay television is in the public interest." He maintained that no important new information can be developed from the FCC's proposed tests, and said, "it is clear that only full-scale pay television will demonstrate its worst dangers."

Telemeter Non-Committal

Telemeter attorney Paul Porter told the committee Telemeter "can go either way—wire or air," but that it believes air-link toll-TV should be authorized. Toll-TV was neeessary, he maintained, because existing television program sources were "drying up," replacement costs were increasing and people wanted something on their television sets "during their leisure time." He said he saw "no necessity at this point to legislate or even to indieate legislation" for control of pay-TV. "For all practical purposes the motion picture industry under the anti-trust laws is a regulated industry," he said, "but no one ever suggested regulating movie theatre prices."

James M. Landis, former chairman of the Securities and Exehange Commission and former Dean of Harvard Law School, testifying for Skiatron Electronic & TV Corp., said that theatre owners and television networks are striving "to maneuver Congress into stripping Amerieans of their right to decide whether they individually can spend modest sums of their own money for outstanding television programs in their own homes."

He said that the root of the toll television issue "is the inherent right of the American people to choose their own entertainment and to pay for it or not as they may choose." He charged that the self-interested opponents of this new communications industry are seeking to use Congress to kill legitimate competition.

Calls Actual Operation Vital

Actual operation through tests is "the only way the public can register its reaction to what subscription television has to offer," Zenith attorney W. Theodore Pierson told the committee. There is no reason, he said, why the public shouldn't see "multi-million dollar features" on home television "by paying a small fee for the entire family which would probably be less than the price of a single admission at the theatre."

Paul Porter Is Reminded Of Grim Exhibitor Joke

From THE DAILY Bureau

WASHINGTON, Jan. 19 — Telemeter attorney Paul Porter told the House Commerce Committee a joke which, he said, was popular at the recent Theatre Owners of America convention in Miami. According to Porter, it seems:

A man called a theatre and asked when the feature would next be shown. Replied the manager, "When can you make it?"

Porter said he told the joke in order to indieate how theatre attendance has fallen off.

Shirley Temple

(*Continued from page* 1)

tures will be withdrawn from telecasting to develop the young star's "tremendous theatrical box office potential."

NTA has cleared theatrical rights to "Susannah of the Mounties," a 1939 Temple starrer, and will re-release it as part of a package with the cartoon feature, "Gulliver's Travels" sometime in March. New prints, aceessories and ads are planned, along with a campaign whieh will include TV and merchandising tie-ups.

Legion to Dine Hasselo

Norman Hasselo, personnel director for United Artists, will be guest of honor at a testimonial dinner Saturday to be given by the Bay Ridge Post, American Legion, which Hasselo headed as Commander in 1956-1957. The dinner will be held at the post clubhouse.

Eric Johnsto

(*Continued from page* 1)

principal costs, local line charge equipment," Johnston pointed "It costs $20,000 to $30,000 to and install equipment in each th Rentals for equipment range $400 upward per performance. wire charges will average more $500 per theatre."

These figures are based on experiences of those exhibitors have broadcast boxing bouts.

"To these eharges must be the enormous installation cost o lines to bring the show from the of origin to the locality," Jol eontinued. "At the present time long lines are available in sueh ed numbers that only a small fr of the nation's theatres could be hooked up. To be most eff the program obviously should the overwhelming majority of tres, not to just one or to in an area."

Figures Staggering

Johnston also raised the q of the power of television comp from the "spectaculars" which audienees estimated from 30,0 to 50,000,000, whereas the ma theatre audience that could commodated would be less tha that number even if all theatre sold out to capacity.

"You may recall," Johnston out, "that a few years ago all b of the industry—exhibition, distr and production—spent more $150,000 on a joint appeal Federal Communications Com for special frequencies for theat vision. At that time the indust in mind the ereation of jus shows as you suggest, to be i among a very considerable of other special programs.

"Our engineers, in their est indicated that the construetio of only two east coast theat works would be more than $2 000.

Cites Importance of Cost

"In evaluating your propo with all other proposals, it is sary to measure the costs aga real or potential benefits.

"As you know, exhibitors a tributors have been meeting business-building projects. Yo posal is one that properly in this joint consideration, and be referred to that group."

Set Ruling Feb. 4

(*Continued from page* 1)

Thomas M. Burns has held ca been shown for an investigatio trucking concern's books at s pense.

According to Michigan Allie dent Milton H. London, the o tion had offered to pay for th originally requested in connect a 1957 eost inerease by Filn Service, which was continge mutually agreed upon exa of the latter's books.

rrison Hits

(Continued from page 1)

by the quality of the picture
l of a pre-fixed price that ap-
o all pictures whether they be
r bad." Unless there is a more
e scaling of prices, motion pic-
just like any other commodity
priced out of the market, he
ied.

is just as foolhardy to expect
t to sell a Cadillac at the same
as a Chevrolet," said Harrison.
rison said that each territory
determine its own admission
structure.

r 100 members of the 20th-Fox
taff of the entire Eastern por-
f the country were in atten-
including home office as well
nch executives.

ketson Plea

(Continued from page 1)

d month for big annual grossers
tly was incubated in smog, be-
it faded before first clear light
t."

ketson added, "Our industry has
any real problems to be bur-
by fairy tales based on misin-
ion. Properly spaced releases
ped the momentum, created the
laid the foundation for our pros-

Two, three or four big pic-
in release during September,
er and November would have
up the difference between 1956
957 grosses.

er to Act as Consultant f Production Activity

S ANGELES, Jan. 19—National
es president Elmer Rhoden has
nced that attorney Gregson
r will act as consultant on
production activities, but will
cept reelection to the NT board
o the consent decree require-
that board members may not
financial interest in produetion
tribution.

announcement added that
r will also represent National
nvestment, Inc., NT subsidiary,
and if the government okays
financing of independent pro-
n.

l Recommend Trailer TV Claims to Meeting

Special to THE DAILY

LLAS, January 19—Edwin To-
sky, general counsel for the
Drive-In Theatre Owners As-
on, has announced he is recom-
ng to the Association's conven-
his week sponsoring of a eam-
which includes two special
s "designed for the purpose of
ting public conception that new
e motion pictures will be tele-
as a result of erroneous TV ad-
ng."

olowsky states that he will urge
embers of the Texas Drive-In
re Owners Association to exhibit
trailers which the Association
nake available for the actual
etion cost.



M.P. DAILY picture

THE INDUCTION. That's Variety's new crew, headed by barker Ira Meinhardt, right, being sworn in Friday, after luncheon at Shor's, by international representative Ralph Preiss, right, and with Julius Joelson watching. The ceremony was the last of several, with speeches. Meinhardt followed it with an avowal of dedication to the club and its essential nobility. The club gave its cancer research project director, Dr. Emanuel Revici, $7,500. Retiring chief barker Harold Klein asked for "money, not lip service." Joelson for the club gave Klein luggage, for traveling. Former barker Bill German for the club gave Ned Depinet of the Motion Picture Foundation a check. Jack Levin handled the affair, from pledges of allegiance to the flag, to a broom and a loaf of bread for Joelson (hospitality). One hundred fifty came, including new members from radio and television, one of whom was Red Barber. The new crew comprises Charles Smakwitz, first assistant; Irving Dollinger, second; Wilford Bower, property master; Jack Hoffberg, dough guy; and canvassmen Charles Alicoate, Irwin Freedman, Harold Hoffman, Sherwin Kane, Martin Kornbluth, Levin, Larry Morris, Charles Okun, David Picker, Norman Robbins, Arthur Rosen, Ernest Sands, Morris Sanders, Bob Shapiro, Saul Trauner, George Waldman.—F.S.

Texas Drive-ins

(Continued from page 1)

on the basis of the "booker whose overall relations with the exhibitors demonstrated the most genuine interest in the welfare of the drive-in theatre and its owners."

The booker election will continue until Tuesday at noon at which time a tally will be taken. Announcement of the winner will be made at the dinner and grand ball of the Association Tuesday night.

Convention business activity will get underway tomorrow moring at 10:15 when Eddie Joseph, president of the organization, will deliver the keynote address. Other speakers in the morning will be Irving Mack, Filmack Trailer Co., and James Velde, general sales manager of United Artists Corp.

Texas Governor to Speak

At luncheon tomorrow the delegates will hear an address by Price Daniel, governor of Texas. Other speakers will be Lawrence Melton, chairman of the Dallas Citizens Charter Association, and Edwin Tobolosky, Dallas Variety Club's chief barker and legal counsel for the exhibitor group.

Monday afternoon will be given over to clinic meetings with film buying moderated by Heywood Simmons and Debbs Reynolds; promotion by Ed Green, Skeet Noret, and Rubin Frels; repair and maintenance by "Cuz" Goodman and E. L. Ray.

A concession clinic will be led by Augie Schmitt and Charles E. Darden with Tom Sullivan and Harold Chesler, vice-presidents of the National Association of Concessionaires, on the advisory bench.

The Session Tuesday morning will hear Daniel J. Edelman, public relations director of the Theatre-screen Advertising Bureau and Edward Lachman, president of Lorraine Carbons. At luncheon Tuesday the exhibitors will hear Samuel Arkoff, Leon Blender and James Nicholson of American International Pictures.

The closing business session on Tuesday will feature addresses by Julius Gordon, president of Allied States Association, and Ernest Stellings, president of Theatre Owners of America.

Film Sales to TV

(Continued from page 1)

Friday night at Romanoff's Restaurant.

Chief executives of all talent guilds, theatre circuit executives from East and West, as well as Motion Picture Industry Council officers and especially invited statisticians, spent a long, closed meeting canvassing probabilities, surveying charts and graphs, numerical projections and hear plain dollar-and-cents facts, opinions, forecasts and recommendations.

The press had been barred from meeting, and SPG president Samuel G. Engel, whose announcements prior to the meeting-date had been confidentially phrased with respect to possible joint effort by which distributors could be prevented from selling post-1948 pictures down the river, wound up the event itself by stoutly binding all present to complete silence concerning what had gone on.

"We are not here to take joint action. We are here to exchange information and to explore and evaluate the situation, so that our respective organizations can be better advised as to the policy to be pursued by each individual agency," said Engel in a formally issued statement.

Loew's Trend

(Continued from page 1)

printed. Severance and related expenses will not be fully reflected for several months, the report states.

All of the pictures of the previous administration have been released and he foresees an improvement in quality and audience appeal.

During the first quarter of the current fiscal year starting last September the loss was $1,290,849, or 24 cents per common share, before the upturn set in.

All corporate subsidiaries other than production and distribution showed substantial profits.

Before interest charges and federal taxes the studio and distributing operations lost $7,784,000. The television record, radio, record and music publishing subsidiaries earned $5,520,000 and the domestic and Canadian theatres earned $3,975,000.

Book Value $137,359,190

The net book value of the corporation was given as $137,359,190, or $25.73 per share.

Changes in the accounting policies made by Arthur Andersen & Co., which took over in August, 1957, made it impossible to present a comparison of the year's earnings with the previous year, the report states.

Under the new studio setup overhead will be cut by utilization of spaee for expanded television production, Vogel reports.

Further economies are predicted for both the domestic and foreign operations. A new system of budgetary controls and accounting is to be mechanized.

During the fiscal year the company received $3,800,000 in previously blocked earnings abroad.

Dividend Total $5,312,000

Dividends on the common paid during the year totalled $5,312,000 at the rate of $1 per share. The long term indebtedness was reduced from $45,504,222 to $41,102,566. Working capital at August 31, 1957, was approximately $73,793,000.

In order to provide current working capital a short term loan was obtained from the First National Bank of Boston which at the year end amounted to $5,000,000. The maturity of the loan was extended from Jun. 16, 1958, to July 16, 1958.

Buys Academy TV Spots

Donahue & Coe, advertising agency, reports good progress in its attempts to buy up for the Academy the 30-second station breaks which will occur in the middle of the Academy Awards telecast, which is scheduled for March 26.



GOLD FEVER!



WOMAN FEVER!





A COLD-EYED KILLER
PISTOL-BATTLED
HIS WAY INTO
OUTLAW HELL...
FOR THE HOTT
REVENGE A MA
EVER TOOK

MARK STEVENS

in

GUN FEVER!

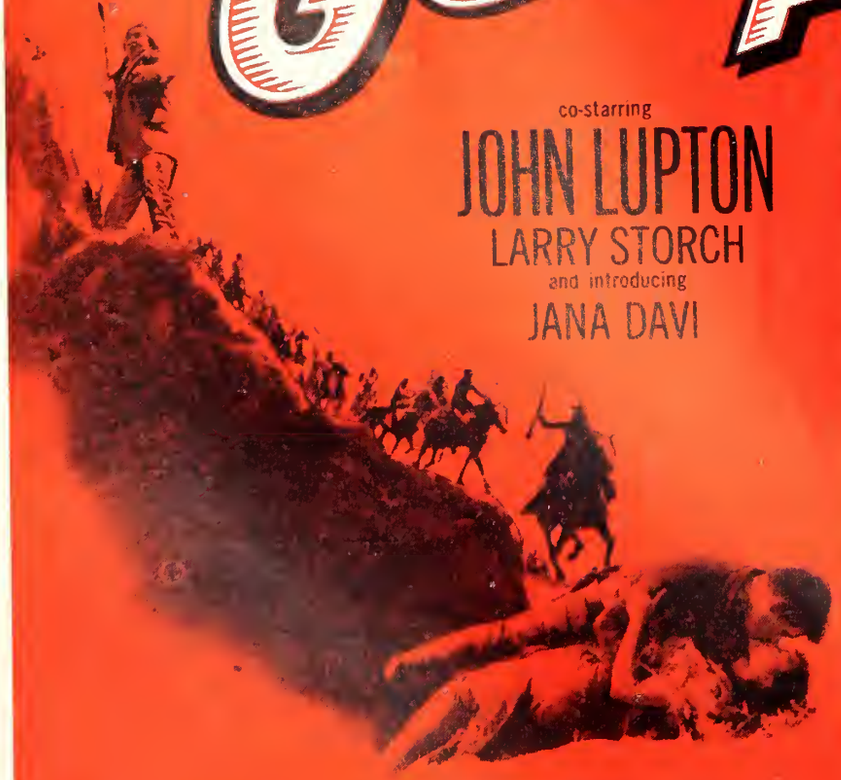
co-starring

JOHN LUPTON

LARRY STORCH

and introducing

JANA DAVI



IT'S SIZZLING WITH ACTION

The Kind That Pays Off!

featuring AARON SAXON • JERRY BARCLAY • NORMAN FREDRIC Screenplay by STANLEY H. SILVERMAN & MARK STEVENS

From a Story by HARRY S. FRANKLIN & JULIUS EVANS

Produced by HARRY JACKSON & SAM WESTON • Co-produced by EDWARD L. RISSIEN Directed by MARK STEVENS

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

53, NO. 14 NEW YORK, U.S.A., TUESDAY, JANUARY 21, 1958 TEN CENTS

el Announces

G-M to Make This Year: Now Ready

'ilms Before Cameras st 4 Months of 1958

-M plans to place some 40 pic- nto production during 1958, 2 properties scheduled to go the cameras within the first onths of this year, Joseph R. president of Loew's, Inc., an- d yesterday. An additional 14 ve already been completed for lease, it was stated.

ded in the production activity ng of "Ben Hur," which will le in M-G-M's Camera 65. It to go before the cameras in n early spring and is expected about one year to complete. mpany's production schedule (*Continued on page 4*)

miracle World Bow ollywood in April

From THE DAILY Bureau

LLYWOOD, Jan. 20. — The premiere of the first picture in nemiracle process, Louis de nont's "Windjammer," will be Grauman's Chinese Theatre (*Continued on page 7*)

tion of 11 Directors ls NT Meet Agenda

From THE DAILY Bureau

ANGELES, Jan. 20. — The of 11 directors, all of whom Jack M. Ostrow and Samuel re presently board members, the principal matter of busi- (*Continued on page 7*)

elevision Today

Page 6

Radio Spots Credited with Success In Exploiting Reissues in Texas

Special to THE DAILY

DALLAS, Jan. 20—The answer to most of the problems confronting the industry today lies, for the most part, in a return to old-fashioned showmanship—"exploitation that is solid and imaginative," Gordon McLendon, president of the McLendon Corp., told delegates to the convention of the Texas Drive-In Theatre Owners Association in a luncheon speech today.

McLendon is well known in Texas exhibitor circles for his recent success in booking a number of old fea- (*Continued on page 6*)

To Tell Exhibitors of MPA Survey Thursday

Some 35 to 40 key exhibitor leaders, including representatives of Allied States, TOA, MMPTA and ITOA, will be presented with a detailed explanation of the Motion Picture Association's industry consumer survey on Thursday afternoon in the MPAA board room.

The presentation will be similar to the one made last week to the MPAA board of directors. Included will be comments on the significance of the study and how it can be used as a working tool for the entire industry.

UA's Velde Promises Quality and Quantity

Special to THE DAILY

DALLAS, Jan. 20 — United Artists will uphold its slogan of "Quality Pictures in Quantity," James Velde, UA general sales manager, today assured delegates to the convention of the Texas Drive-in Theatre Owners Association.

Velde added that United Artists would always be mindful of the light- (*Continued on page 6*)

High Court Will Review Eagle Lion Trust Suit

From THE DAILY Bureau

WASHINGTON, Jan. 20.—The Supreme Court agreed to review a lower court decision throwing out an anti-trust suit by Eagle Lion Films against Loew's and RKO Theatres.

At issue is the question of the extent to which the government's Paramount Case judgment can be used by plaintiffs in private anti-trust suits. Eagle Lion claims the lower (*Continued on page 7*)

SW, Cinerama Cos. Sign New Agreement

A new agreement for production, distribution and exhibition of pictures in the Cinerama process was signed last weekend by Stanley Warner Corporation, Cinerama Productions and Cincrama, Inc. S-W will implement its plans to increase the number of (*Continued on page 7*)

Campaigns to Promote More Factory Trade At Theatres Developed in Two Conn. Cities

Special to THE DAILY

HARTFORD, Jan. 20—Two highly-industrialized Connecticut cities have developed special campaigns to promote additional factory trade at theatres. Sperie Perakos, general manager of Perakos Theatre Associates, reports start of a retirement card policy at the Arch St. and Palace Theatres, New Britain, with presentation of card (distributed through personnel offices to retired industrial people) entitling bearer to 50 per cent discount any day, except holidays. Circuit intends to distribute upwards of 3,000 cards.

The Rivoli, Bridgeport, situated in an area of recent industrial plant layoffs, is advertising a special 25-cent admission for unemployed, Mondays through Fridays from 1 to 5 P.M.

At the same time, Atty. Samuel Safenovitz, owner of the Yale Theatre, Norwich, has announced a two-for-one admission on Thursday nights, with wives accompanied by husbands admitted as guests.

'A Theatre Man'

Skouras Feels 100 Films Per Year Feasible

Sees Long-Time Ambition Now Economical, Practical

By PETER BURNUP

LONDON, Jan. 18 (By Air Mail)—The more other producers go over to television production, the more the theatres will be left wide open to 20th Century - Fox, Spyros Skouras, president, told the heads of the company's British office here. Indicating that he was out to capture the theatre market, Skouras indicated that he proposed stepping up the 20th-Fox production program in excess of its present 68 picture dimensions. He has always had an (*Continued on page 2*)



Spyros Skouras

Fox Salesmen Meet In St. Louis Today

Special to THE DAILY

ST. LOUIS, Jan. 20—The sales personnel of 11 central and midwestern branches of Twentieth Century-Fox will assemble at the Park Plaza Hotel tomorrow for the first sessions of the two-day convention scheduled to be addressed by Alex Harrison, general sales manager. This is the second in a series of five sectional sales conventions at which Harrison will present the sales policies on 1958 releases.

With Central-Midwestern-Canadian (*Continued on page 2*)

Urge Media Guaranty Program Be Continued

From THE DAILY Bureau

WASHINGTON, Jan. 20.—A Senate Foreign Relations Subcommittee has concluded that the Informational Media Guaranty program "is a small (*Continued on page 7*)

PERSONAL MENTION

SOL A. SCHWARTZ, president of RKO Theatres, has left New York for a Caribbean vacation.

•

ROUBEN MAMOULIAN, producer, arrived in New York yesterday from the Coast.

•

NAT KALCHEIM, vice-president of William Morris Agency, became a grandfather, when a son, RICHARD MARC, was born to his daughter, LILA, the wife of DR. MYRON S. ROBERTS.

•

WILLIAM T. ORR., Warner Brothers TV executive producer, has arrived in New York from Hollywood.

•

ELIOT ELISOFEN, former photographer for "Life," will leave here today for Hollywood to take up his new duties as color coordinator on Columbia Pictures' "Bell, Book and Candle."

See Capacity Crowd at Communion Breakfast

A capacity crowd is expected to attend the eighth annual Communion breakfast for Catholics in the motion picture industry here next Sunday. The breakfast will be held in the Grand Ballroom of the Waldorf Astoria following 9 A.M. Mass at St. Patrick's Cathedral.

Speakers will be the Rev. Thurston Davis, S.J., editor of America, national Catholic weekly, and Cathy O'Donnell, screen and television star. Dais guests will include Anita Colby, Joni James, Ricardo Montalban, Pat O'Brien, Thomas Hayward, Eddie Dowling, Kate Cameron, Mrs. James F. Looram, Monsignor Thomas F. Little, national director of the Legion of Decency, and the Rev. Patrick Sullivan, S.J., assistant to Msgr. Little.

The Rev. Timothy J. Flynn, director of the Bureau of Information for the Archdiocese of New York, will represent His Eminence Francis Cardinal Spellman at the breakfast and the Mass at the Cathedral will be celebrated by Bishop Joseph Flannelly.

Yale to Host Hartman

The Yale School of Drama, New Haven, Conn., as repository of Eugene O'Neill's manuscripts and papers, will be host next Monday to Don Hartman, producer of Paramount's "Desire Under the Elms," adapted from the O'Neill play.

Skouras Aims at 100 Yearly

(*Continued from page* 1)

ambition to produce 100 pictures a year, Skouras said, adding that he felt the time had come when that ambition could economically be fulfilled.

"I am a theatre man. I will leave other people to make films for TV," he concluded.

Skouras left London yesterday for Athens and is scheduled to return here January 21.

The feeling is growing here — although no official information is available from either side—that a rapprochement is pending between 20th Century-Fox and the Rank Organisation. It is known that considerable discussions have taken place between John Davis, managing director of the Rank firm, Skouras and Murray Silverstone, 20th-Fox international president.

Until the introduction of CinemaScope this side the Rank-Odeon circuit was the accepted outlet of all 20th-Fox product. In accordance with a personal pledge given Skouras by the now Lord Rank, up to 70 of the latter's cinemas were equipped with CinemaScope following the sensationally successful opening of "The Robe" at the Leicester Square Odeon here.

Subsequently, however, all negotiations broke off between the parties, leading to a complete rift in the existing release pattern due, reportedly, to the Skouras insistence on stereophonic sound. Silverstone then set out on a process which he described as "the unsnarling of the antiquated British release system."

Silverstone has succeeded in building up what is characterised as a fourth British circuit. That is to say that, over the last few years, 20th-Fox product has been on first offer to the Essoldo group (up to 200 theatres), Shipman & King (44 theatres) and other independents.

The question is asked in informed quarters here: What will happen to those independents, who—doubtless to their own considerable profit—loyally stood by 20th-Fox in its days of trouble should a peace-treaty be signed with the Rank group? In reply to which senior 20th-Fox officials point to their company's 68-picture-programme and suggest that a programme of such dimensions should suffice both Rank and independents.

Fox Salesmen

(*Continued from page* 1)

sales manager C. Glenn Norris presiding, the convention, after the first session, will be a sales forum, in which the field organization which plays a decisive part in the determination of the company's policies and procedural programs, will formulate 1958 policy.

Others who are scheduled to address the convention are: Canadian District manager, Peter Myers of Toronto; Western district manager, Reville Kniffin of Los Angeles; Midwestern district manager, Moe A. Levy; Central district manager, Tom O. McCleaster; Clarence Hill, manager of branch operations; and Eddie Solomon, assistant exploitation manager.

Foreign Film Critics Elect New Officers

The Film Critics' Circle of the Foreign Language Press of New York has elected at its annual membership meeting the following officers for 1958: Dr. Tibor Weber, Hungarian News Magazine, president; Dr. Richard Van Dyck, AUFBAU, German language paper, vice-president; Wladislaw Bofzecky, Polish Morning World, treasurer; Andrew Valuchek, Czechoslovak Daily DEHNIK, recording secretary, and Sigmund Gottlober, executive secretary for the 16th consecutive year.

At the meeting a resolution was unanimously adopted to expand the activities of the Circle in order to make it the all-embracing association of film critics of the entire foreign language press in New York and vicinity.

Services for Mooney, Publicity Veteran

Special to THE DAILY

UTICA, N. Y., Jan. 20 — Funeral services were held here today for Richard Mooney, 66, veteran newspaperman and a pioneer publicity representative, at St. Patrick's Church. Mooney died last Thursday at the U. S. Veterans Hospital in Sunmount, N. Y.

In his career as publicity representative Mooney helped to launch many now famous individuals on their career, including Mary Martin and Bing Crosby. His last position was with the Steve Hannegan organization until illness forced his retirement in 1950

Netter Joins Goldwyn On 'Porgy and Bess'

From THE DAILY Bureau

HOLLYWOOD, Jan. 20 — Douglas Netter, vice-president of Todd-AO, will join the Samuel Goldwyn Co. shortly to work on roadshow engagements for "Porgy and Bess." The process to be used for the picture has not been officially chosen.

. . . NEWS ROUNDUP

Foundation Elects Balaban

Barney Balaban, Paramount P tures president, has been elected vice-chairman of the board of trust of the American Heritage Foundati David Sarnoff, chairman of the Ra Corp. of America, is chairman, Edwin L. Weisl, attorney and me ber of the Paramount Pictures bo of directors, is secretary.

■

'Pacific' Bows to Aid Stadi

Some 20 Naval Air Reserve de opments, located throughout the co try near major cities, will conduct gional premieres of Magna Theat "South Pacific," produced by Os Hammerstein II, and to be shown the Todd A-O process. All proce from the premieres will go to the f for the building of the Navy-Ma Corps Memorial Stadium at An polis.

■

'Let's Rock' Starts Wednes

"Let's Rock," the first feature to be produced by Harry Foster, sh subjects producer, will go before cameras tomorrow at the Medal Studios in the Bronx, Colun will release.

■

Will Drill at RKO, Para.

The long pending application of Union Oil Co. for permission to for oil under the studio propertie Paramount and RKO Radio has granted by the Los Angeles Council.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

FILMAC
Makes The Best
SPECIA
TRAILER
ALWAYS A GOOD JOB IN DOUBLE QUICK TIME!
NEW YORK 630 Ninth Avenue
CHICAGO 1327 S. WABAS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.

THE BEST NOVELS...
THE BEST PLAYS...



Assure top entertainment from **WARNER BROS.**

SAYONARA*** | THE DEEP SIX*

NO TIME FOR SERGEANTS** | THE OLD MAN AND THE SEA*

FORT DOBBS | DARBY'S RANGERS*

LAFAYETTE ESCADRILLE | THE LEFT HANDED GUN**

ow Being Completed

MARJORIE MORNINGSTAR * | ONIONHEAD*

TOO MUCH, TOO SOON* | THE NAKED AND THE DEAD*

INDISCREET** | ACROSS THE EVERGLADES

eing Readied for Production

HOME BEFORE DARK* | THE NUN'S STORY*

ICE PALACE* | THE PHILADELPHIAN*

DAMN YANKEES** | THE BIG RED 1 | EL PASO RED

AUNTIE MAME** | LETTER FROM PEKING*

THE SUNDOWNERS* | THE MIRACLE**

THE HANGING TREE* | THE FBI STORY* | A SUMMER PLACE*

YELLOWSTONE KELLY | JOHN PAUL JONES*

THE DARK AT THE TOP OF THE STAIRS**

*Best selling novel **Top rated play ***"Right out of the very top drawer" —N. Y. Journal American

There is no substitute | *for* QUALITY

M-G-M to Make

(Continued from page 1)

also includes two pictures to be produced and directed by Alfred Hitchcock, it was noted.

Productions already prepared to go before the cameras include, in addition to "Ben Hur," "Infamy at Sea," "The Tunnel of Love," "Imitation General," "The Badlanders," "Cat on a Hot Tin Roof," "The Reluctant Debutante," "The Journey," "Party Girl," "End of the World," "Green Mansions," "The Village of the Damned," "Company of Cowards," "Some Came Running," "Northwest by North," "The Boy Friend," "Never So Few," "The Angry Hills," "The Blessing," "Hell Below," "No Blade of Grass," "Devil May Care," "High School Confidential," "The Scapegoat," "I Thank a Fool," and "Bells Are Ringing."

14 in Preparation

Titles for 14 other films being prepared now as part of the new production schedule were also listed by Vogel, as were the titles of the 14 pictures previously announced as ready for release.

Set 'Vickie' Bow

"The Story of Vickie," Buena Vista release, will have its American premiere at two theatres in New York, the Normandie and the Trans-Lux 85th Street, on January 29.

REVIEW:

The Lady Takes a Flyer

U-I—CinemaScope

HOLLYWOOD, Jan. 20

LANA TURNER AND Jeff Chandler team splendidly in this largely air-borne comedy of connubial conflict. Both portray flyers—he an Air Corps veteran engaged now in piloting war-surplus planes wherever their civilian buyers want them flown, and she a former WAAF now partner with his best friend in a flying school. Both are accustomed to regarding the wild blue yonder as home sweet home and, therefore, find it strange and not altogether pleasant to feel required, after their marriage and the birth of a baby, to make of their house a home as well as a place of residence. They make no great deep problem out of the matter, but they do make it a solid background for a great deal of pleasantly humorous incident and conversation in the foreground.

As written by Danny Arnold, from a story by Edmund H. North, the script opens with Chandler flying a crippled surplus aircraft to a delivery point in California where he finds his best friend, Richard Denning, operating a flying school with Miss Turner as his partner and as flight instructor. His meeting with Miss Turner leads quickly to a romantic interest which terminates, following a short courtship, in marriage and parenthood.

There's a small helping of jealousy on the wife's part with respect to a girl pilot still in the flying business, and this is enough to prompt the wife to go flying off across the globe in a temper and the husband to fly off to beat her to her destination. She arrives in bad weather with a faulty radio and he tells her to parachute to safety, which she does, whereafter they resolve to stop fighting about trifles.

Production by William Alland is top grade. Photography is in CinemaScope and color by Eastman color.

Running time, 95 minutes. General classification. Release, in March.

WILLIAM R. WEAVER

IN LOS ANGELES

THE SEVENTH ANNUAL COMMUNION BREAKFAST

for Catholics in the motion picture industry in the Los Angeles area, will be held on Sunday, February 2.

Mass will be celebrated at 9 A.M. at the Blessed Sacrament Church, with breakfast and entertainment at 10·15 at the Hollywood Palladium.

For information and tickets contact your Studio Ticket Chairman or call A. Selby Carr at Republic 1-1165.

Tickets are $3.25 each.

Set Program to Boost Films for Teenagers

Special to THE DAILY

BALTIMORE, Jan. 20.—Motion picture exhibitors at nearby Annapolis have agreed on a three-phase program aimed at improving the calibre of films being shown in Maryland's capital city, particularly during weekends. The plan resulted from a meeting of theatre officials and Parent-Teacher Association officers after P-TA groups had protested the limited choice of movies available to teenagers on weekends.

The three-step program includes the showing of more films recommended for teenage audiences by such organizations as the National Parent-Teacher Assn.; Parents Magazine and the Legion of Decency; a review board of students and P-TA members will be set up to view advance showings two weeks before their public showings; an advance list of upcoming films will be mailed all junior and senior high schools in the area so that students and parents may be well posted on pictures to be shown.

Actress Promotes 'Quiet'

Giorgia Moll, starlet who makes her debut in Joseph L. Mankiewicz' production of "The Quiet American," is making an intensive series of personal appearances in Washington, D. C., this week in advance of the world premiere there of the United Artists release.

EDITORIAL

Trailers Have Wo Public Confidence

By Sherwin Ka

THE effectiveness of trailers a prime ticket-selling medium been emphasized again in two cent audience research reports.

The results of the surveys—one Sindlinger & Co. for a group of nationwide theatre clients; the ot a part of the Motion Picture Asso tion of America's $75,000 survey theatre attendance factors, made the Opinion Research Corp. of Pri ton, N. J.—are of particular sig cance to exhibitors at this time.

Prevailing business conditions m it imperative that every dollar of theatres' advertising and business motion expenditures be spent w it will do the most good. Consider light is cast on that subject by Sindlinger and Opinion Research ports.

•

The Sindlinger report, submi last month, was based on a study m last October. It revealed that for e $1,000 of theatre admissions, $42 directly influenced by trailers. St differently, approximately 43 cents of every dollar received at the office was attracted by trailers.

The results of the Opinion Res survey, released last week by N provided equally impressive testim of the value of trailers in produ patronage. The survey on trailer an advertising medium was . l lighted by two findings: (a) They considered a reliable method of j ing a (coming) picture by the pi as a whole; and (b) they are see the most lucrative segment of market—the frequent movie-go and these have a particularly opinion of trailer reliability.

•

The survey report states: "Rela ly few people describe trailers as to be exaggerated or misleading. 'reliability index' (the difference tween the 'reliable' and 'mislea columns) is higher than that of of the other media.

"Among the survey week's dience," the report continues, ers are second in frequency of r and their reliability index is far h than that of any other mediu cluding newspapers."

•

Actually, such findings by sci market research organizations c what must be the observation a perience of the vast majority hibitors as to the effectiven trailers in bringing patrons t theatre and bringing them back and again.

But to have their judgmen firmed by such authoritative, tial agencies, is, as has been s special import at a time when dollar of theatre advertising diture must be counted upon results.

The surveys show that trail difficult times, as in good, s most tickets in ratio to cost.

FIFTY MILLION DOLLARS CAN'T BE WRONG!

Money talks...and right now it's saying that **67,859,000** persons spent **$51,234,000** to attend motion picture theatres during the month of October 1957 because they were motivated by trailers to see the feature attractions!*

For every $1,000 now spent in theatre admissions, $429 is directly influenced by the trailer!* That's close to 43 cents out of every dollar...and that makes trailers the undisputed box office leader – – by a wide, wide margin – – in yielding the greatest return at the least advertising cost.

* *From the Movie Market Trends, Issue 88, dated Dec. 2, 1957. Figures were compiled nationally by Sindlinger & Co. for a group of its nationwide theatre clients to determine the impact of trailers on ticket sales. Copies available on request.*



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



Television Today

The Critics Say . . .

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views — though they inevitably reflect regional preference — more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Larry Hovey, Times-News, Twin Falls, Idaho: Put "Gunsmoke" on 7 times per week! Crack down on numerous local commercials during live programming, especially sports.

Ruth S. Erwin, Gazette Telegraph, Colorado Springs, Col.: Why isn't there a chance to vote on the "Best Western Series?" I would like to see the elimination of the *gruesome murder* shows, and plays which dwell on the morbid side of life. Also, *last but not least,* spare us these *war* pictures and give us more science pictures.

Merita Mills, Beaumont Enterprise, Beaumont, Tex.: Too many westerns. Variety shows getting duller and duller. More live dramatic shows a Must.

Ted Nelson, Brooklyn Daily, New York City: Create new artists to lessen same faces as guests.

Emmett Weaver, Birmingham Post-Herald, Birmingham, Ala.: Less westerns, and more first rate dramas and "spectaculars."

CAPSULE CRITICISM

• In Sea Hunt, a Ziv TV adventure series just getting under way, Lloyd Nolan is an ex-Navy frogman become free-lance underwater detective. The notion is intriguing and the material has been given fine production values. The initial episode, as seen on WCBS-TV, New York in a 10:30 P.M. spot, finds the underwater web-foot extricating a pilot from an experimental jet plane which has crashed and sunk. A degree of suspense and effective underwater photography is achieved. Ivan Tors produced and Felix Feist directed from a script by Arthur Weiss. A lively, potentially entertaining series.—C.S.A.

Coast Publicists Unit For Pay-TV Approval

From THE DAILY Bureau

HOLLYWOOD, Jan. 20 — Don Boutyette, president of the Hollywood Publicists Association, IATSE Local 818, today announced the approval of the City Council's action in approving Skiatron and Telemeter franchises for operating pay-television systems in Los Angeles.

The council's action is under fire of the Citizen's Committee Against Pay-Television, which is circulating a petition to force a referendum on the June 3 election ballot.

Whittaker to Speak At NTFC Meet Thurs.

John Whittaker, photographic engineer for the Columbia Broadcasting Company, will explain "Monochrome TV Film Standards" at the monthly luncheon meeting of the National Television Film Council here Thursday at the Warwick Hotel.

NTFC officers and directors for 1958 will be installed at the same meeting. Robert Gross, executive-producer-partner of American Film Producers, is the new president, and Bill Reddick, of W. J. German, Inc., the new executive vice-president.

Scott Appointed V-P, NBC-TV Network Sales

Walter D. Scott, vice-president and national sales manager for NBC Television Sales, has been named vice-president, Television Network Sales, by Robert E. Kintner, executive vice-president, Television Network Programs and Sales. Scott succeeds William R. Goodheart, who is resigning effective Feb. 1.

In other executive changes, Don Durgin, vice-president, sales planning, will replace Scott, with Dean Shaffner, director of sales planning, assuming Durgin's duties.

Goodheart Leaving NBC

William R. Goodheart, Jr., has announced his resignation as vice-president, NBC Television Network Sales, effective Feb. 1. At that time he will leave for Phoenix, Ariz., to consider several personal business proposals. Goodheart jointed NBC on May 16, 1956, and assumed the sales post the following Sept. 17.

NTA Comedy Series

A new situation comedy, "How to Marry A Millionaire," has broken into the series of westerns on television. It features three beauties, Lori Nelson, Merry Anders and Barbara Eden. Each actress is starred. The top role will revolve among the trio.

Radio Spots Lauded in Dallas

(*Continued from page* 1)

ture films that were considered by others to have exhausted their potential in this area. Two instances: "Citizen Kane" piled up tremendous grosses at his Casa Linda here. And late last year he played "King Solomon's Mines" and did better than $13,000 in a ten-day engagement.

In his speech today McLendon gave most of the credit for his success with such old films to extensive radio promotion. Owning one's own radio station, which he does in several cities, was a great help, he admitted.

Explaining how the radio announcements are prepared, McLendon said: "Our copy demands the creation of a picture in the listener's mind—imagery transfer, if you will. No picture that can be put on a TV screen, no advertisement in a newspaper, can paint a picture as vivid as the human imagination can paint on the human mind. Often the picture created in the listener's mind by the announcement is an exaggerated picture — but it is created by the listener himself and thus apt to be far more provoc of attendance than any screen tr showing direct scenes. Other 'ima transfer' spots tend to induce m rather than pictures."

McLendon also pointed out in the average metropolitan city 66 per cent of homes subscrib newspapers while 95 per cent radios. Thus, the exclusive us newspapers prevents contact wit per cent of the audience potentia contended.

Radio, however, is no panac itself for the industry's ills, the exhibitor declared, but "only a of the answer." Theatre owners their managers must work togeth exploitation campaigns for all pic he said.

McLendon then showed his f exhibitors several recent press s mentioning activities suggested "which are workable at little expense and will stimulate patron gination and bring business to theatre."

Velde Promises

(*Continued from page* 1)

ing problems of the drive-ins and that wherever feasible scenes would be illuminated as much as possible. He pointed out that for "Run Silent Run Deep" 100 prints were being especially processed for drive-ins.

Gov. Price Daniel, introduced by the chief barker of Tent 17, Edwin Tobolowsky, spoke as a friend of the industry. He said he was happy to have signed a bill giving tax relief. He declared the group was fortunate in having Sen. Preston Smith, 1958 convention chairman, as a member of their group.

Lauded for Civic Service

The Governor lauded the theatre men as being interested in local and state government and for their unselfish devotion to civic causes.

Drive-in president Eddie Joseph urged the convention to demand reasonable clearance not less than seven to 10 years on films before release to television. He also spoke out against the policy of declaring all pictures costing $3,000,000 as roadshow pictures regardless of worth.

Irving Mack, Filmack Trailer Co. owner, reminded his listeners that "everything comes to him who works, not waits." He urged exploitation for special events and said that the very best in food and conveniences should be given the drive-in customer.

Sen. Neely Dies

WASHINGTON, Jan. 20.—Senator Matthew M. Neely (D., W. Va.) died Saturday at Bethesda (Md.) Naval Hospital at the age of 83. The Senator had spent 35 years in Congress and was well known to the motion picture industry through his introduction of many anti-block-booking bills, at the behest of exhibitors, prior to the government's anti-trust suit.

Nicholson Sees 25,0 U.S. Theatres by 19

Special to THE DAILY

DALLAS, Jan. 20.—A total of 000 indoor and drive-in motion ture theatres in the United Stat 1970 will be predicted by Jam Nicholson, president of Americ ternational Pictures, in an addre morrow before the annual conv of the Texas Drive-In Theatre ers in the Baker Hotel here.

"As suburbanization incr more drive-ins will be built," N son will say. "It is not unlikel eventually 75 per cent of motio ture theatres will be of that There always will be city theatr course, but population trends t urbia will see further increa drive-in construction.

"The increasing strength of ins is reflected in the receipts them which have helped keep wood in business. A little over cent of our revenue comes from ins. Over 50 per cent of our ke runs are in drive-ins."

Ala. Tax Levied

PRICHARD, Ala., Jan. 20 — Council has adopted an ordinan ing the tax on all tickets to a ments at 5 per cent of the adm cost. A second ordinance fixed rate of 2½ per cent on amus tickets in the police and fire dictions of the city.

Roy Starling Dies

DALLAS, Jan. 20—Roy V. St former theatre circuit owner, d the home of a daughter in Ft. last week. Funeral services wer here last Friday. At the time death, he owned the White T in Ft. Worth.

PEOPLE

: **Caplan,** Buena Vista sales rep-ıtive in the Far East, with head-rs in Tokyo, has had his con-enewed for an additional two-eriod.

□

Matlack, a former recipient of ıigley Grand Award for show-ip and three-time winner of the y War Showmanship Award, ened an office in Portland, Ore., ply exploitation service to dis-rs on a "per picture" basis. k is offering this serviee in any the West.

□

hael Sasanoff has been ap-l ereative direetor of the tele- and radio department of the nce G. Gumbinner Advertising ., Inc.

□

B. Ross, formerly of Universal s home office publieity depart-has joined the exploitation staff ık Film Distributors of Amer-handle promotional activity in tion with the current New York ment of "Henry V" at the Theatre.

□

s Shanbour, manager of the Theatre, Oklahoma City, has named Cooper Foundation ıan of the Year.

□

rnton Cox, formerly with RKO in Atlanta, has been appointed booker and office manager for lm Exchange there.

□

Leighton, who joined Janus Inc., last July, has been elected esident of the distributing or-ion in charge of sales.

□

. Thomas, general manager of sy Theatres, has resigned that His future plans will be an-d shortly.

ice on MPEA Agenda

ılations of the Venice Film l will be one of the principal up for discussion at today's g of the board of directors of otion Picture Export Assoeia-raetional licenses in Japan, tax ns in Egypt and Israel, and the ıt of International Federation re also on the agenda.

11 Directors

(*Continued from page* 1)

ness at the annual meeting of stoekholders of National Theatres, Inc. here on February 18. Nominated for re-election are John B. Bertero, B. Gerald Cantor, Peter Colefax, Willard W. Keith, Alan May, Richard W. Millar, Elmer C. Rhoden, F. H. Ricketson, Jr., and Graham L. Sterling, Jr.

A proxy statement released today reports the following salaries for the principal National Theatres executives: Elmer C. Rhoden, president, $65,000; F. H. Ricketson, Jr., vice-president and general manager of theatre operations, $65,000; John B. Bertero, vice-president and eounsel, $52,000; and Alan May, vice-president and treasurer, $36,870.

In addition, the statement reveals, on March 21, 1957, options for National common stock, at the price of $7.96 per share, were granted as follows: Rhoden, 9,000 shares; Ricketson, 10,000 shares, Bertero, 7,000 shares; and May, 5,000 shares.

High Court to Review

(*Continued from page* 1)

courts took an unduly restrietive view on this point.

Argument on the case will likely be held later in the year.

At the same time, the court fixed next week as the time for argument on the question of whether a burlesque or parody of a film is a eopyright infringement. CBS claims that it is not; Loew's and the lower courts, in ease involving a Jack Benny burlesque of the film, "Gaslight," said it was an infringement. Court officials said argument would probably be reached, depending on the speed in earlier cases, late Wednesday or Thursday.

Asked Treble Damages

Eagle Lion sued RKO and Loew's for treble damages, claiming that playing time in the principal first neighborhood run theatres in New York was controlled by the two firms and not available on the merits to independent distributors. It charged the two conspired to deny Eagle Lion a chance to show its films in theatres during the 1946-50 period, favoring instead the distributor defendants in the Paramount case. To establish the alleged conspiracy, Eagle Lion relied heavily on the Paramount Case judgment, attempting to show that the same conditions found illegal there continued to exist in New York in the 1946-50 period.

The Distriet Court said the Paramount Case judgment was not valid evidence, and the second Circuit Court of Appeals agreed. Eagle Lion, appealing to the Supreme Court, said the Circuit Court decision makes useless the right of private plaintiffs to use government judgments as prima facie evidence in private suits.

RKO and Loew's contend that Eagle Lion failed to show the conspiracy continued, and that the lower courts were therefore correct.

Brown Is Cinemiracle Ad-Publicity Head

From THE DAILY Bureau

HOLLYWOOD, Jan. 20 — National Theatres president Elmer C. Rhoden today appointed Russ Brown, who has been in charge of Fox West Coast Theatres publieity, to the advertising-publicity directorship of the circuit's Cinemiracle division, with Jim Hardiman as assistant in eharge of sales promotion and exploitation. Hardiman has been associated with "Windjammer," first Cinemiracle production, abroad and locally.

NT public relations director, Thornton Sargent, will add Brown's FWC duties to his over-all cireuit responsibility. Pete Latsis, Dean Hyskell and Jack Case will continue to present FWC posts.

SW and Cinerama

(*Continued from page* 1)

Cinerama Theatres in the United States and throughout the world.

S. H. Fabian, S-W president, Milo Sutliff, president of Cinerama Productions and Hazard E. Reeves, president of Cinerama, Inc. signed the new agreement, stating that it "ensures greater Cinerama progress for the future. With amity and unity having been achieved on outstanding problems, our three organizations may now go forward to establish a greater flow of production, explore new fields of entertainment, improve the Cinerama process and the mobility of its equipment and at the same time, intensify its world-wide exhibition."

Silent on Exclusivity

The company's announcement did not state whether the new agreement was exclusive. Nevertheless, it is known the Department of Justice originally authorized an exclusive deal for the four years ended January, 1958, after which any arrangements were to be non-exclusive.

Nat Lapkin, first vice-president, handled the negotiations on behalf of Stanley Warner with Wentworth Fling, executive vice-president representing Cinerama, Inc., and Ted Kupferman, vice-president and Irving Margolin, treasurer, representing Cinerama Productions.

Cinemiracle

(*Continued from page* 1)

here in early April, it was announced by Elmer C. Rhoden, president of National Theatres, Inc., parent company of Fox West Coast Theatres chain, which operates the showhouse. The theatre will be closed to the public after the performances of Sunday, Feb. 2, and a complete job of renovation has been scheduled.

Rhoden also said that the Eastern premiere of the Cinemiracle Adventure will be held some time in late April in New York City. Its European debut will be staged in early May in Oslo, Norway, and will be followed by the London premiere the same month.

Urge Media Pledge

(*Continued from page* 1)

but useful operation . . . beneficial far out of proportion to its costs."

Under this program, the U. S. guarantees films and other information media eonvertibility of their earnings in certain foreign eountries. A Senate subcommittee headed by Sen. Mansfield (D., Mont.) last fall held hearings, during which Motion Picture Association president Erie Johnston and others defended the program. The Senate group today made public its report, recommending that the guaranty program be continued.

Meeting on Promotion

MILWAUKEE, Wis., Jan. 20.—A statewide meeting of theatre exhibitors on showmanship and business building will be held here tomorrow at the Prister Hotel from 10:00 A.M. to 4:00 P.M. Ben Mareus, president of Wiseonsin Allied, will preside at the conference, for which 100 have already registered to attend.

'Rangers' Bow Tonight

PHILADELPHIA, Jan. 20.—James Garner, star of Warner Bros.' "Darby's Rangers," is due in town today for the opening tomorrow night at the Stanley Theatre. Former Rangers, military personnel and civic and business leaders are scheduled to take part in a busy program.

Canadian Pioneer Dies

TORONTO, Jan. 20. — John Benjamin Cronk, born in Brantford, Ont., in 1886, one of the best-known pioneers of the Canadian motion picture industry, died in Los Angeles. He was a founder of the Canadian Picture Pioneers.

IE GEVAERT CO.
F AMERICA, INC.
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The Wholesom FUN-Show The Whole Family will Love!

GOING STEADY

co-starring

MOLLY BEE · ALAN REED, Jr.



Hear Molly Bee, the new teen-age recording rage, sing her new hit: GOING STEADY (With a Dream)!



IRENE HERVEY · BILL GOODWIN

a SWEETHEART of a comedy from Columbi

Screenplay by BUDD GROSSMAN • Story by BUDD GROSSMAN and SUMNER A. LONG • Produced by SAM KATZMAN • Directed by FRED F. SEARS • A CLOVER PRO

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

33, NO. 15 NEW YORK, U.S.A., WEDNESDAY, JANUARY 22, 1958 TEN CENTS

Day Notices Given

G and SWG e Cancelling public Pacts

ng of Post-'48 Films TV Brings Retaliation

WILLIAM R. WEAVER

LLYWOOD, Jan. 21 — Actors riters, proceeding separately, gave Republic Pictures presi- erbert Yates 60-day notices of t cancellation in consequence having leased post-1948 fea- or televising without consulting he talent guilds. Both guild voted unanimously to take this Directors, who will hold a

(*Continued on page 4*)

Will Never Replace office, Says Marcus

Special to THE DAILY

WAUKEE, Jan. 21. — The rious problem between exhibi- d distributors in this area is mpetition of pictures in the with films on television fea- the same star, it was pointed e today by Ben Marcus, pres- f Allied Independent Theatre of Wisconsin. Speaking at a nship and business builder of the organization. Marcus

(*Continued on page 4*)

herhood Objective le That of 1957

1958 objective of the motion industry's national Brother- Week Campaign is double that , the program's most success- , Alex Harrison, 20th Century- neral sales manager and na-

(*Continued on page 5*)

elevision Today

Page 5

Texas Drive-In Exhibitors Press Campaign for Clearance Over TV

Special to THE DAILY

DALLAS, Jan. 21—Members of Texas Drive-In Theatres Association joined a widening group of exhibitors who favor not less than seven-year clearances between theatre and television showings of pictures by passing resolutions to that effect today. This was the second and concluding day's session of the sixth annual convention at the Baker Hotel here.

It was also decided to advise distributors who have sold pictures to TV that the drive-in operators consider this unfair competition.

The Texas operators will work with other exhibitor organizations in an

(*Continued on page 4*)

Columbus Exhibitors Win 3% Admissions Tax Repeal

Special to THE DAILY

COLUMBUS, O., Jan. 21 — The two-year fight of local exhibitors, spearheaded by Martin C. Burnett, Loew's Central Division manager, to abolish the city's three per cent theatre admissions tax was successful today when city council voted to kill the tax on all admissions. Repeal is effective Feb. 20.

M. Portman, the city's budget chief, estimated the repeal will cost the city $55,000 annually. Portman earlier estimated the loss at $35,000 if the exemption were upped to 90 cents as originally proposed.

Major Shifts Made in MPEA Europe Staff

A major shift in assignments in the European market was announced yesterday by Eric Johnston, president of the Motion Picture Export Association of America. Charles F. Baldwin will be assigned to the London office; Frederick S. Gronich goes

(*Continued on page 4*)

325 Pictures Produced In 1957, Says Golden

From THE DAILY Bureau

WASHINGTON, Jan. 21. — Some 325 feature films were produced in 1957, the largest number since 1953, Commerce Department film chief Nathan D. Golden reported. He made the statement in a review of film in-

(*Continued on page 4*)

Jersey Allied Hits Post-'48 Sales to TV

By WARREN G. HARRIS

Allied Theatre Owners of New Jersey, Inc., sees no reason for further support of any producer who releases post '48 pictures to television and will recommend to the entire national membership of Allied States Associa-

(*Continued on page 5*)

Postscript on "The Movies"

—a book by Arthur Mayer and Richard Griffith

NO sensible person would contest the right of Richard Griffith and Arthur Mayer, authors of "The Movies" (Simon and Schuster, New York, 1957) to proclaim a cynical and superior attitude toward the subject of decency in motion picture entertainment. If, from a quaking ivory tower, they wish to ridicule the industry's devices intended for the maintenance of decency and respectability on the Screen they have the right to woo whatever gutter plaudits they may accordingly gain.

But they have no right to attempt to effect their purposes by what is either a deliberate perversion of the facts or a pitiful disclosure of invincible ignorance of subjects about which they presume to write a book.

In this book, which is significant only in its avoirdupois poundage, the authors, one an industry veteran who should know better and the other a Museum of Modern Art dilletante who would not be expected to know

(*Continued on page 2*)

At Committee Hearing

Pay-TV Hit by House 'Whips' Of Both Parties

NBC's Sarnoff Also Calls For Restrictive Statutes

By J. A. OTTEN

WASHINGTON, Jan. 21—Powerful Congressional opposition against toll television continued to mount today.

House Democratic whip Albert of Oklahoma testified before the House Commerce Committee in opposition to pay-TV, and House Republican whip Arends of Illinois indicated he would file a similar statement. Their

(*Continued on page 5*)

New Exhibitors' Group In North-Central Area

Special to THE DAILY

MINNEAPOLIS, Jan. 21—A new exhibitor organization was born here today when 25 showmen—circuit and independent — from Minnesota, the Dakotas and Wisconsin formed the Theatre Owners Business Building Committee. Gilbert Nathanson of Minneapolis, owner of outstate houses in Cloquet and Detroit Lakes, Minn.,

(*Continued on page 4*)

Clarify Conditions for Film Excerpts on U.K. TV

From THE DAILY Bureau

LONDON, Jan. 21—The Board of Trade published today a draft order for parliamentary approval, to come into operation March 1, clarifying the conditions under which film excerpts may be shown on television without disqualifying the picture from the British film levy.

The main points are as follows:

Any number of excerpts may be televised provided each excerpt does not exceed five minutes;

Eligibility of a film it not prejudiced by any action taken before October 20, 1957, when the statutory levy was introduced;

Regulations now embrace televising 16mm copies of 35mm films.

PERSONAL MENTION

ARTHUR B. KRIM, president of United Artists, and ROGER H. LEWIS, national director of advertising-publicity, are in Washington today from New York.

•

BERNARD M. KAMBER, national director of advertising-publicity for Hecht-Hill-Lancaster, will leave New York today for Hollywood.

•

ROBERT RICH, general sales manager of Associated Artists Productions, and DONALD KLAUBER, station and national sales director, will leave New York today, the former for Washington, the latter for Atlanta.

•

SAMUEL BRONSTON, producer, and JOHN FARROW, director, have returned to New York from Europe.

•

ILYA LOPERT, president of Lopert Films, accompanied by his daughter, TANYA, will leave here today for London and Paris.

Foster Aims His New Picture for Teenagers

In the belief that theatres are being supported by the same audience as the record industry, namely, the teenagers, Harry Foster, long-time producer of short subjects like the "Cavalcade of Broadway" and "World of Sports" series, has joined the ranks of "rock 'n roll" film makers. He discussed his new venture, "Let's Rock," at luncheon with the trade press here yesterday at the Columbia home office.

With each of the musical stars in the picture the proud holder of a recording contract with one or another of the major disc-companies, "Let's Rock" will have one of the biggest publicity tie-ins of any similar production, Foster said. Filming begins tomorrow at the Gold Medal Studios, with a ten-day shooting schedule in prospect. Columbia, which is distributing the film, hopes to have it ready for release during the Easter holiday vacation period.

Correction

Eliot Elisofon was incorrectly identified as a "former" photographer for "Life" in a news item in MOTION PICTURE DAILY yesterday. Elisofon is still employed by "Life" in addition to his new duties as color coordinator for the Columbia film, "Bell, Book and Candle."

Postscript on "The Movies"

(CONTINUED FROM PAGE 1)

better, have concocted what purports to be a pictorial history of motion pictures. It fulfills its declared purpose to the same extent, and for some of the same reasons, that *Confidential Magazine* might by someone be regarded as a chronicle of current events. At the best it may be viewed as a catchpenny device—but an ambitious one at fifteen hundred pennies per copy.

The pictures presented comprise a miscellaneous collection of stills ranging from early to recent commercial film offerings. Selections have been made largely with an eye to the tawdry and suggestive. There are many long and acidly written captions, together with various little essays about trends, conditions and periods. Running through all of these is a vein of disdain, contempt and author-superiority toward the subject matter which the writers have condescendingly allowed themselves to treat with.

All of this will pass and soon be happily forgotten. But for the record certain perversions and misrepresentations cry for correction.

* *

In pages under the caption, "Decency" (illustrated with a collection of coarse and ribald pictures of a kind to which the authors generally throughout the book seem to have a curious predilection) the efforts of the late Will H. Hays, then president of the principal industry association, to gain wider public acceptance for motion pictures are referred to.

The book says:

"To simplify his task he (Hays) caused to be gathered together a codification of all the regulations imposed by state and municipal censor boards upon motion pictures. Between 1927 and 1930 these were combined into a single instrument and promulgated as the Code of the Motion Picture Industry."

This artful assertion is a complete falsification of the origin of the Code and its character and purposes. The truth of all of this has been so often and so widely published, and is so readily available to any inquiry of integrity, that slipshod reporting, which would duly characterize other portions of the book, would hardly seem to fit the case here.

* *

Again, this weighty volume of Messers Mayer and Griffith says that after the Legion of Decency campaign of 1933 the "old Code was dusted off and re-written. . . ."

The Production Code, a wholly new plan adapting the objective principles of morality to the subject of motion pictures, was studied and accepted by the Association of Motion Picture Producers, Inc., Hollywood, in January 1930. It was ratified in the following March by the parent organization, the Motion Picture Producers and Distributors of America, Inc., which was the previous name of the organization now known as the Motion Picture Association of America, Inc.

The industry, particularly in recent years, has been the target of many slings and arrows from captious and conceited critics. But here we have an instance of what the poet described as "sharper than a serpent's tooth." The concluding illustration in the book is that of a theatre marquee upon which the attraction and billing have been replaced by the advertising of the supermarket that has taken over.—MARTIN QUIGLEY.

125 Attend Florida Exhibitors Meeting

Special to THE DAILY

JACKSONVILLE, Jan. 21.—More than 125 Florida theatre owners gathered here at the Hotel Roosevelt yesterday for an impromptu convention of the Motion Picture Exhibitors of Florida. Presiding officer was B. B. "Deacon" Garner, Talgar Theatres, Lakeland, who is MPEOF president. Discussions from the floor were led by LaMar Sarra, Florida State Theatres vice-president, who is MPEOF legislative chairman; Horace Denning, Dixie Drive-Ins, this city, a TOA vice-president; Elmer Hecht, Wometco Theatres, Miami, MPEOF board chairman.

Japanese Film Festival Opens with 'Lighthouse'

The second Japanese Film Week will get underway here tonight with the screening at the Museum of Modern Art of "The Lighthouse." Five other films are to be shown in the series, which will continue through Jan. 31.

Preceding the screening the Japanese film industry delegation, headed by Shiro Kido, president of the Motion Picture Producers Association of Japan, will be introduced to the press and other guests at a buffet reception at the Hotel Warwick. This affair is under the sponsorship of the Japanese producers and the Japanese Ministry of Foreign Affairs.

Johnston Defends E Of U.S. Films Abroa

The theory that American film doing harm to international re ships, one of the findings in a made recently in England by E L. Bernays, American public re executive, has "no factual basis cording to Erie Johnston, presid the Motion Picture Associati America. Johnston has writt Bernays on the subject in a lett text of which was released her terday.

Sees Relations Aided

In the message he told B "I don't contend that there some bad films and that some don't distort American life, but found no factual basis for th eralized statement in your repo U.S. films are doing harm to i tional relationships. On the co our films are contributing m to better understandings amon ples of the world. The evide overwhelming on this point."

Contacted here yesterday said he had received the Johnst ter and had already replied to tending in rebuttal that his was "objective" and "arrived reporters and editors thorough miliar with the British." He a his letter that Johnston give consideration to the subject.

Hargreaves Keynot Speaker at RFDA M

Kenneth N. Hargreaves, p of Rank Film Distributors of A will be the keynote speaker distribution company's secon conference which is to be held Warwick Hotel here to through Tuesday. Hargreaves cuss with the RFDA home off gional and branch personnel t pany's activities during the p and outline the policies to lowed in 1958.

The RFDA president, alo general sales manager Irving who will preside over the meeting, will also outline th pany's releasing program for t ing year in business sessions a special screenings of the fortl 1958 Rank product.

'Oscar' Show at Pan

HOLLYWOOD, Jan. 21. Academy Awards presentatio monies will be staged at the Theatre for the ninth consecut in the event's 30-year histor ning committee chairman Davies has announced. The third largest in Los Angel 2,812.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, New Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Preside J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Alma Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $ Single copies, 10c.



30 MILLION HEAR LANZA SING ON ED SULLIVAN SHOW!

Nationwide audience hears abou M-G-M's "SEVEN HILLS OF ROME"

On Sunday night, January 19th, Mario Lanza *sold* his new picture to a vast public in a wonderful interview with Ed Sullivan over 220 TV stations. Voluptuous Marisa Allasio also appeared. Lanza's singing confirmed the promise in Louella Parsons' nationally syndicated column that "he sings as he never sang before." Big ad campaign includes 8 leading national magazines and 9 top fan magazines.



"SEVEN HILLS OF ROME" IS NEXT AT THE MUSIC HALL!

M-G-M presents MARIO LANZA in "SEVEN HILLS OF ROME" co-starring Renato Rascel · Marisa Allasio · with Peggie Castle · Screen Play by Art Cohn and Giorgio Prosperi · Based on a Story by Giuseppe Amato · Filmed in Technirama® · A product of Technicolor · Produced by Lester Welch · Directed by Roy Rowland · A Le Cloud Production



SHE'S ON TOUR!
An immediate hit with the press is provocative Marisa Allasio, new glamor girl.

SAG and SWG

(*Continued from page* 1)

board meeting later this month, are expected follow other talent guilds' example.

The Screen Actors Guild specifically included the Republic subsidiary, Studio City Television Productions, in its notice of cancellation.

The Screen Writers Guild notification included all Republic subsidiaries.

SAG notified members they may not work for Republic or subsidiaries after 60 days from now.

SWG will place the matter before a general membership meeting on Feb. 13 for approval and possible strike action. Later, presumably, it would have the effect of stopping service to television-producing companies which use the Republic studio and facilities on a rental basis.

New Exhibitor Group

(*Continued from page* 1)

was elected temporary president and plans were made for an all-day meeting March 13 at which a permanent organization will be formed.

Although today's session was called jointly by Harold Field, president of Pioneer Theatres of Iowa; E. R. Ruben, president of Welworth Theatres, and Charles Winehell, president of Minnesota Amusement Co., all members of Theatre Owners of America the question of affiliation with TOA on a national basis was left unresolved at the meeting, but the objectives expressed by all members of the group were compatible with those of TOA.

Today's meeting, which generated more exhibitor enthusiasm than any similar gathering in the upper Midwest in the last decade, decided that the prime objective of the new group will be to resell theatres and motion pictures to the public and that the buying and booking problems of individual members will have no place in the overall activities of the new group.

Although a majority of the exhibitors present are or have been members of North Central Allied, there was no mention of the organization at the meeting today. NCA has been inactive since its spring convention.

TV Will Not Replace

(*Continued from page* 1)

deplored the fact that TV viewers believe that they are seeing current films on their home screens. He criticized producers for selling their film backlongs to TV, "All we can do," he said, "is register our complaint and advise and hope that producers and distributors will heed us."

"No matter how lucrative TV is," said Marcus, "it will never replace the box office."

Marcus suggested that top pictures before offered to television should be offered to theatres as a re-issue.

Harry Mintz spoke on maintenance and help; Harold Janecky discussed projection, sound and seating, and Zig Goldberg gave the legislative picture

REVIEW:

The Quiet American

Figaro—UA

TRANSLATION OF a novel in which abstract concepts outweigh the elements of action and suspense to the medium of the screen, the essence of which is movement, is always difficult. It has been done with varying success. This motion picture version of a widely read work by the British novelist Graham Greene can be listed among the successes.

That it is so is greatly to the credit of Joseph Mankiewicz, the producer, who wrote the script and then insured that the finished product made clear his interpretation of the novel by directing the capable cast with a sure hand and a steady pace. Because of the nature of the work, a primary difficulty was motivation, arising from Mankiewicz' shifting the emphasis of the book from satire of American "do-gooders" to the effect on one man's conscience of a revelation that he has betrayed another to death.

Michael Redgrave is a British journalist in Saigon in 1952, before the French lose the war in Indo-China to the Communists. An intellectual, he does not see much choice between French colonialism and Communism as far as the natives are concerned. His mistress is Giorgia Moll, an Indo-Chinese girl who is content with her unmarried status until Audie Murphy, an idealistic young American, offers her honorable marriage. Murphy gives Redgrave reason to believe he is mixing in politics by fostering, either on his own or for the American government, a "third force," the semi-religious army of the Cao-Dais, to resolve the conflict between the French and the Communists.

Rationalizing his basic jealousy of Murphy arising from his fear of losing the girl to him, Redgrave is willing to believe evidence presented to him by Communist representatives that Murphy is supplying the Cao-Dais with materials for terroristic bombings of civilians and on the basis of this evidence he sends Murphy to his death at the hands of Communist assassins. When Claude Dauphin, French police inspector proves to him Murphy's innocence in the matter of the bombings, and Miss Moll turns from him in loathing, Redgrave realizes with horror that he has been motivated only by jealousy.

Interpretations by all in the international cast, but especially by Redgrave and Murphy, clearly carry out Mankiewicz's intent and purpose but the intricate convolutions of the plot and the understanding required on the part of the audience may limit the picture's mass appeal.

Running time, 120 minutes. General classification. Release, in January.

JAMES D. IVERS

A.A. Ad-Publicity Dept. Is Realigned Here

John C. Flinn, Allied Artists Pictures national director of advertising and publicity, yesterday announced here the alignment of the New York publicity and advertising staff following the resignation of Martin Davis, former Eastern advertising-publicity director, who joins Paramount Pictures Feb. 1.

The Eastern advertising, publicity and exploitation department will be supervised by Flinn from Hollywood. He also plans to make frequent trips to New York to maintain close contact with the Eastern staff. According to the national ad-pub director, the Eastern operation will not be curtailed, although Davis' position will not be filled at this time.

Allied Artists personnel affected by the realignment include Harry Goldstein, who will direct Eastern exploitation activities and field forces. Lars McSorley, Eastern publicity representative handling all media, will have the additional function of coordinating Eastern publicity with the Coast office. Jack Schachtel, advertising business manager, will continue in charge of cooperative advertising and exhibitor servieing. Jay Remer will cover foreign publicity functions. The service department, handling all accessories, will be operated by Al Marx under the supervision of Schachtel.

Major Shifts

(*Continued from page* 1)

to Paris; Leo D. Hochstetter moves to Frankfurt, and Frank Gervasi has been appointed to the association's Rome office.

Baldwin, manager of the Mediterranean area, is assigned to London, succeeding the late Fayette W. Allport, and he will be in charge of the British market, taking over in about mid-February. Baldwin became associated with MPEAA in December, 1955, and prior to this served in many U.S. government posts as a foreign service career officer.

Gronich succeeds Marc M. Spiegel in Paris. Gronich presently is manager in Germany, with headquarters in Frankfurt. He became associated with the Export Association in 1951 as a special public relations consultant.

Texas Meeti

(*Continued from page* 1)

effort to secure "reasonable" anees for theatres over televisio

Another resolution endorse moves for an orderly releasing s that will eliminate bunching of around holidays.

A third resolution opposed shows which "without justifiabl son" delay availabilities to small drive-ins. This third resolutio proved the policies of indepe who have delivered their prod on "reasonable availability a terms."

Also passed were amendment ing more color films and lighter

Speaker at the second day's ing session was Edward Lac president of Lorraine Carbons talked about unusual drive-ins at and abroad. Daniel J. Edelman lic relations director of the T Screen Advertising Bureau, was uled to talk, but Harvey Poser his talk for him. He descri joint program of several firms fo plying screen advertising fil theatres.

Robert A. Wile, exhibitor re representative of 20th Centur talked on drive-in operating pro

Edward Josephs was re president. Other officers are: firs president, Tim Ferguson; s Skeet Noret; third, Robert secretary, John Fagan, and tre A. J. Valentine.

325 Pictures in '57

(*Continued from page* 1)

dustry developments last year, pansion of a highlighted statem Department made public earli month.

In the statement, Golden est that box-office receipts last yea about $1,300,000,000, that atte was at about the 1956 level 530,000 a week, and that the investment in the industry now at about $2,738,700,000, with than 90 per cent in theatres.

Generally, Golden said, "the pieture industry in 1957 held u as compared to the 1956 level

Gold Medal Outline Plans for Expansion

Elaborate, $750,000 ex plans for the physical plant to increased production in Ne City were outlined yesterday "21" press luncheon, by exe of Gold Medal Studios, Inc.

The expansion, as explain Martin Poll, president of the ly-owned corporation, chiefly i the Gold Medal production ce the Bronx, on the site of the o graph Studios. The face-lift which will require about three envisions four large stages an smaller ones, in addition to t now in use.

v Loew's Bd. Seen h 380,578 Shares

ings of the new board of di- of Loew's, Inc., will total 380,- ares, if all the nominees to be ed at the annual meeting of rporation February 27 are as expected, according to the y's proxy notice released yes-

four new members of the board 38,138 shares, divided as fol- Louis A. Green, 133,268; Ira , 1,900, plus voting power ,900 shares in which the Bald- urities Corp., of which he is tor has a beneficial interest; A. Newman, 3,340 shares in name and 2,200 shares in Mrs. n's name, and voting power on hares owned by Graham, New- Co., of which he is chairman executive committee, and A. Roth, 3,340 shares.

ings of directors scheduled to ected are: Ellsworth C. Alford, Omar Nelson Bradley, 100; Braunstein, 1,000; Samuel J. 900; Bennett Cerf, 300; W. Hatch, 100; Charles J. 31,100; J. Howard McGrath, obert H. O'Brien, 1,000; Ben- Melniker, 1,000; William A. 1,000; Charles H. Silver, John L. Sullivan, 100; Joseph son, 180,000, plus 5,000 owned porations he controls; Joseph el, 23,300.

total for the present members oard is 380,978.

ey Allied Hits

(Continued from page 1)

t they consider the "stupidity" ner doing business with those roducers who "are selfishly de- the motion picture busi- it was stated here yesterday ncy Stern, president of N. J.

called particular attention to Kramer, Mirisch-Romulus ions, Sam Spiegel, John Bryan public Pictures, and the sale in of their productions to tele- and said he saw no reason for rs to further support those ld post-1948 films to television. rsey's stand will be presented d's board of directors at the ion's annual drive-in conven- Louisville next month, he said. formation of two special com- to handle current and urgent on problems was accomplished erday's Jersey Allied meeting. ll discuss ways and means of a state real estate tax reduction gn, perhaps along the lines of cessful federal admission tax and the other was authorized n an attorney to go into cer- lustry trade abuses, especially aving to do with clearances.

esentatives of Stanley Kramer public could not be reached sterday for comment on Stern's nts concerning the sale of films to TV.

Pay-TV Hit

(Continued from page 1)

stand improves the likelihood of House action to ban toll-TV.

As the House committee hearings entered their second week, the committee also heard the National Broadcasting Co. president, Robert Sarnoff, call for prompt approval of legislation banning the use of the airwaves to pay-TV.

At the same time, a spokesman for Teleglobe pay-TV system asked that pay-TV be permitted "to develop over the air, under the regulatory authority of the Federal Communications Commission."

The hearings continue tomorrow, with Frank Stanton, president of the Columbia Broadcasting System, and Leonard Goldenson, president of American Broadcasting - Paramount Theatres, scheduled to oppose toll-TV.

Sees Cost Resented

"I can't imagine anything less popular with my constituents than being charged for television," Albert testified today. He said he understood the cost of pay-TV would be between $100 and $500 per family.

A similar argument came from Rep. Lane (D., Mass.), who today introduced in the House still another bill to ban toll-TV. He said pay-TV would divide the television audience into haves and have-nots, and that this was never the intention of Congress.

Sarnoff said pay-TV could succeed "only by cannibalizing free television." If pay-TV is authorized free TV could possibly survive "as a second-rate marginal service on the entertainment leftovers," he said. "More probably such an economic blood-letting would lead to total collapse of its programming."

Sarnoff asked the committee officially to urge the FCC to withhold action on the test until "Congress has resolved this public policy issue," to report favorably on bills introduced to ban pay-TV, and to "expedite enactment of this legislation by the Congress."

Points to 'Free' Programs

Sarnoff admitted under questioning that television broadcasters use the airwaves—"a public property"—without paying for them, but maintained that the public was getting television programs "free." It is the advertiser and not the public who pays for the programs, he said. "The whole system of broadcasting shouldn't be jeopardized," he declared, "because of what someone else thinks he can deliver."

Teleglobe president Solomon Sagall described his system as broadcasting on the air an unscrambled picture minus sound. A flick of the switch in the Teleglobe speaker attached to the TV set, he said, turns on the sound.

ACE Reelects Amy

HOLLYWOOD, Jan. 21 — American Cinema Editors, at a general meeting today re-elected George Amy president, and elected Fred W. Berger vice-president, Terry Morse secretary and Stanley Johnson treasurer.

One Man's TViews

By Pinky Herman

MGM-TVeep Bud Barry has named Elmer O. (Ed) Wilschke business manager of their TV Commercial Dep't on the MGM lot in Culver City. . . . Prexy Ely Landau pulled the neatest grab of the year when he signed Bob Schmid to head NTA's Station Relations Dep't. Smiling Bob is one of the most efficient and best-liked young execs in the broadcasting industry. . . . Irving B. Jerome, dynamic young super salesman and organizer of Prep Records for Capitol, has resigned to become executive veepee in charge of sales and promotion for MGM Records. . . . Edward Stanley, former newspaper reporter and editor of Coronet and Esquire Magazines and author of two historical novels, "Thomas Forty" and "The Rock Cried Out," has been named director of public affairs for NBC. . . . Larry Markes and Sidney Reznick have been signed to script the "Polly Bergen Show" by Perry Leff of the Frank Cooper Office. . . . This scribbler has always enjoyed the muggings and clownings offered by Jonathan Winters and the jolly-faced lad, tee-veeing off a two-week stint for vacationing Jack Paar Monday night, turned in a droll performance. . . . Mort Fega, "Jazz Unlimited" host and deejay, haunting Rattazzi's, Toots Shor's and Colbee's, on the prowl for uptempo musicians to feature at Walter Thall's popular Enchanted Room in Yonkers.

☆ ☆ ☆

One of the surest ways to foster and cement friendly relations between nations is through the means of music and Pierre Crenesse, director of the North American office of Radiodiffusion-television Francaise, is a practising disciple of that very idea. In a direct hook-up last week Nat King Cole serenaded the more than 20,000,000 listeners to the popular variety program, "Discoparade." Pierre had previously booked Les Paul & Mary Ford, Harry Belafonte, Claude Dauphin, Peter Ustinov and Maurice Chevalier, the latter via a direct line between Hollywood and Paris. . . . Academy of TV Arts & Sciences has added Walter Cronkite to its board of trustees. . . . TPA has acquired the distribution rights to 103 "Lassie" episodes from Jack Wrather's firm. Teleseries, stars Jan Clayton, Tommy Rettig and George Cleveland and has been retitled and dubbed in 8 languages. . . . We don't adhere to strict schedules, being one of those prone to flit (flit? lumber might be better) hither and yon, foot-loose and fancy-free (Ed. note: save your lyrics for your songs and get to the point) but comes next Monday at 3 P.M. it's quite likely that we'll be in the immediate neighborhood of Jules Podell's Copacabana, where Producer Walt Framer will audition glamour gals of the local nite clubs in his search for new faces, figures and personalities for "The Big Payoff" TV CBSeries.



Pierre Crenesse

Anti-Pay-TV Petitions To L.A. Council Today

From THE DAILY Bureau

HOLLYWOOD, Jan. 21. — The Citizens Committee Against Pay-Television tomorrow will deliver to city clerk Walter Peterson two petitions, bearing 95,000 signatures each, demanding that the city council's action in adopting two ordinances legalizing franchises granted Skiatron and FWC-Telemeter be submitted to a referendum of Los Angeles voters.

More Than Enough, Says Tuchler

Committee Chairman Julius Tuchler told MOTION PICTURE DAILY "we actually have more than 100,000 signatures, but are making allowance for five per cent to be disqualified as result of a clerical error or other fault.

Although we had to work fast to get this many signatures within legal time limit, we succeeded with time to spare because virtually everybody is against pay-television."

Brotherhood Objective

(Continued from page 1)

tional chairman of the industry's 1958 campaign, said yesterday. Brotherhood Week, which begins Feb. 16 and runs through Feb. 22, is sponsored by the National Conference of Christians and Jews and this year marks its 30th anniversary.

Harrison also outlined the industry program for 1958 which begins on Thursday, Feb. 13, with a gala dinner at the Waldorf-Astoria. Three industry leaders, Spyros S. Skouras, president of Skouras Theatres; William Heineman, vice-president of United Artists; and Sol Schwartz, president of RKO Theatres, will be honored at the dinner.



Gene Picker says:

Columbia's COWBOY should surpass the success of "Red River" at the N.Y. Capitol!

LOEW'S THEATRES

EXECUTIVE OFFICES
LOEW BUILDING
BROADWAY AT 45TH STREET
NEW YORK
36

OFFICE OF
EUGENE PICKER
VICE PRESIDENT

January 15, 1958

Mr. Rube Jackter
General Sales Manager
Columbia Pictures Corporation
711 Fifth Avenue
New York, N. Y.

Dear Rube:

I have just looked at "COWBOY" for the second time. This picture has impressed us all so tremendously that I am delighted the CAPITOL THEATRE in New York City has been selected for the World Premiere.

COWBOY, in my opinion, is not only a great western but a fine Motion Picture, with distinguished, memorable characterizations by Glenn Ford and Jack Lemmon. It is a most unusual story with breat taking color photography. I am convinced that COWBOY will have excellent public response and should equal or surpass the success of RED RIVER at our CAPITOL THEATRE.

Kindest personal regards.

Sincerely,

Eugene Picker

EP:mg

THE EPIC OF THE REAL AMERICAN

COWBOY

starring

GLENN FORD · JACK LEMMON

and ANNA KASHFI · BRIAN DONLEVY

with DICK YORK · VICTOR MANUEL MENDOZA · RICHARD JAECKEL · JAMES WESTERFIELD

Produced by JULIAN BLAUSTEIN · Directed by DELMER DAVES · Screen Play by EDMUND H. NORTH

Based upon a book by FRANK HARRIS · A PHOENIX PRODUCTION · A COLUMBIA PICTURE

TECHNICOLOR®

THE STAMPEDE IS ON FOR THE BIG ONE... FROM Columbia!

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

3, NO. 16 NEW YORK, U.S.A., THURSDAY, JANUARY 23, 1958 TEN CENTS

Build Business

k Exhibitor action Today MPA Survey

Exchange Ideas on ng Report to Use

ights of the new Opinion Re- Corp. survey of the motion industry will be discussed to- a gathering of well known rs to be held at the Motion Association office. The pur- to exchange ideas on how to se of it in the industry's cur- orts to boost business at the ce.

h C. Bevis, president of the organization, will explain the used in securing information aluating it for the booklet, ublic Appraises Movies," as (*Continued on page 2*)

onfer with Flick ilm 'Class' Bill

Special to THE DAILY

ANY, N. Y., Jan. 21—Assem- Luigi Marano, co-sponsor of requiring that films licensed State Education Department's Picture Division be classified able for general patronage," (*Continued on page 2*)

ster 2 New Theatre panies in Phila.

Special to THE DAILY

ADELPHIA, Jan. 22 — Or- ons of two new theatre op- companies were announced th the filing of petitions for tes of incorporation. Accord- the articles of incorporation (*Continued on page 2*)

elevision Today

Page 5

U.S. and Russia in Pact For Exchange of Films

From THE DAILY Bureau

WASHINGTON, Jan. 22 — Marking a step forward in the move for an increase in cultural exchange between the U.S. and the Soviet Union, the State Department today announced an agreement with the U.S.S.R. calling for an exchange of motion pictures, making possible the importation from this country into Russia of the latest films from American producers. Heretofore only very old films from this country have been shown to the Soviet people, but these are reported to have been extremely popular.

While the number of films to be admitted to Russia is not stated, it is believed the total at the start will be at least 12 annually.

Film Dividends Total $28,868,000 in '57

From THE DAILY Bureau

WASHINGTON, Jan. 22—Publicly reported cash dividends paid out by industry companies in 1957 totalled $28,868,000, a drop of close to three million from the 1956 total figure of $31,579,000.

Almost the entire drop was due to two companies—American Broadcasting-Paramount Theatres, which failed to pay in 1957 an extra dividend of $1,236,000 paid in December of the previous year; and Loew's, Inc., which paid no December dividend last year and paid $1,286,000 in December 1956.

The 1957 year-end figure marks a (*Continued on page 5*)

Authority of FCC Disputed

Pay-TV Fatal to Free, Say Film, TV Officials

House Unit Hears Goldenson, Stanton, Harling, Rembusch; Senate Hearing Out

By J. A. OTTEN

WASHINGTON, Jan. 22—The House Commerce Committee, striving to wind up its subscription television hearings, today heard a parade of high powered witnesses urging Congress to act to block toll-TV. The opponents included Philip F. Harling and Trueman T. Rembusch, co-chairmen of the Joint Committee on Toll Television; American Broadcasting-Paramount Theatres president Leonard Goldenson, CBS president Frank Stanton and spokesmen for the General Federation of Women's Clubs and other civic groups.



L. H. Goldenson

There were these other developments:

¶ Congressional opposition continued to mount. Representatives Ayres of Ohio and Baldwin of California testified before the House committee in opposition and House Republican (*Continued on page 5*)

Fox Off-Theatre-Page Ad Campaign for 'Arms'

Further implementing its new "motivational" advertising program, 20th Century-Fox has taken off-amusement page ads in every section of the "New York Times," "Herald Tribune" and "World Telegram and Sun" for David O. Selznick's "A Farewell to Arms."

Six different ads ran in the three (*Continued on page 4*)

Six Films Nominated For Directorial Award

From THE DAILY Bureau

HOLLYWOOD, Jan. 22—Six pictures have been nominated for directorial achievement awards in the final quarter of 1957, it was announced today by George Sidney, president of the Screen Directors (*Continued on page 4*)

Feature Films Service Over Community Antenna System Reported Growing in Canada

Special to THE DAILY

TORONTO, Jan. 22—Three other Canadian television stations, in addition to one in Prince Albert, Sask., are offering their customers feature film programs as part of the service in a community antenna system. The other units are located in Shawinigan Falls, Que., Kimberley, B. C., and Kirkland, Lake, Ont.

As reported in Motion Picture Daily early in December the Prince Albert station offers its subscribers the feature films at no extra charge. However, industry observers view it as an extension of the toll TV idea.

Community TV cable systems are now set up in over 100 Canadian communities, and some seven other stations are expected to begin transmission of feature films in the near future on the same basis.

Senate Group Will Hold Hearings on 2 TV Bills

From THE DAILY Bureau

WASHINGTON, Jan. 22. — The Senate Commerce Committee agreed to hold early hearings on two important television bills.

It said it would hold full committee hearings, possibly within the next month, on a proposal by Sen. Bricker (R., O.) to bring television networks under control of the Federal Communications Commission. At present, the FCC has no direct control over the networks, and extension of control has been a key recommendation of several recent studies.

The committee also agreed that its (*Continued on page 5*)

PERSONAL MENTION

JOHN C. FLINN, Allied Artists advertising-publicity director, is scheduled to return to Hollywood from here tomorrow.

•

GUILO ASCERELLI, 20th Century-Fox director of publicity in Europe, has arrived in New York from Paris.

•

MEL BALLERINO, M-G-M casting director, will leave New York for London today via B.O.A.C. Monarch.

•

MONROE W. GREENTHAL and DAVID E. DIENER, of the Monroe Greenthal Co., will leave here today for Los Angeles.

•

ALFRED L. MENDELSOHN, assistant sales manager of Universal Pictures' television department, is in Cleveland today from New York.

•

EDWARD SOLOMON, 20th Century-Fox assistant exploitation manager, has returned to New York from St. Louis.

Latsis Aide to Brown, Cinemiracle Ad Director

From THE DAILY Bureau

HOLLYWOOD, Jan. 22—Pete Latsis, assistant advertising-publicity director Fox West Coast Theatres, will function additionally as assistant to Russ Brown, appointed by National Theatres president Elmer C. Rhoden to the advertising-publicity directorship of the company's newly-formed Cinemiracle division.

Mailing Academy Ballots

HOLLYWOOD, Jan. 22 — Ballots for nominations voting in five categories will be mailed all Academy members tomorrow. Categories are acting, directing, writing, best picture and best song. Nominations balloting closes Feb. 1.

Reelect Greenberger

CLEVELAND, Jan. 22 — Henry Greenberger of the Community Circuit, has been re-elected president of the Cleveland Motion Picture Exhibitors Association.

All other officers were also reelected by acclamation as follows: vice-president, Joe Rembrandt; executive secretary, Louis Weitz; treasurer, James Kalafat.

Ask Exhibitors

(*Continued from page* 1)

was done at a meeting of the MPAA board last week.

The full report covers 113 pages. A brochure issued last week contains graphs and other illustrations.

Many of the conclusions set forth confirm the experiences of exhibitors; some supply new information on old problems like double features, estimates of star values and story values, advertising methods, and shifts in viewing habits.

Industry Leaders to Attend

Among those who will attend today's conference are S. H. Fabian, Sam Rosen, Harry Goldberg and Philip Harling of Stanley Warner; Harry Mandel of RKO Theatres; Emanuel Frisch of Metropolitan Motion Picture Theatres Association; Leopold Friedman, Eugene Picker and Ernest Emerling of Loew's Theatres; Spyros S. Skouras, head of Skouras Theatres; Robert Coyne and Charles E. McCarthy of the Council of Motion Picture Organizations; Arthur Mayer; Wilbur Snaper, Sidney Stern and Irving Dollinger of New Jersey Allied; Allen Parker, Julius Sanders and Martin Lewis of the Independent Theatre Owners Association; Herman Levy, of TOA, and D. Rugoff of Rugoff and Becker, and James Gould of Radio City Music Hall.

Klawans Dies Here

Bernard Klawans, retired head of legitimate production for Warner Bros. Pictures, Inc. here, died here in Roosevelt Hospital after a long illness. With Warners, he produced plays on Broadway from which motion pictures could later be made. He also produced plays on his own.

Release 'Arms' Album

Coordinated with the national release of David O. Selznick's "A Farewell to Arms," Capitol Records has issued a soundtrack album featuring the musical highlights from the 20th Century-Fox release. The score was written by the Italian composer, Mario Nascimbene.

Franklin Joins SWG-W; Succeeds Miss Inglis

From THE DAILY Bureau

HOLLYWOOD, Jan. 22. — The Screen Writers Guild-West has announced that Michael Franklin, attorney and economist, will succeed Frances Inglis, resigned, as executive secretary. Franklin was associated with the Paramount legal department for the past four years and was with CBS two years previously.

TENT TALK

Variety Club News

PHILADELPHIA—The "Philadelphia Inquirer," daily newspaper, and Philadelphia Variety Club, Tent No. 13, will co-sponsor a special Old Newsboys Day on June 20 for the benefit of the club's Camp for Handicapped Children, it was announced by Samuel E. Diamond, 20th Century-Fox branch manager, who is the new chief barker. Jack Beresin, chairman of the board for Variety Clubs International, is general chairman of the project.

△

SEATTLE — Lawrence McGinley, manager of D.C.A. in the Seattle-Portland areas, and new chief barker of the Seattle Variety Club, with the assistance of Keith Beckwith and Dwight L. Spracher, is going to expand the activities of the organization and increase the "heart" funds.

△

BOSTON—Michael Redstone, president of Northeast Drive-in Theatres, has been re-elected chief barker of the Variety Club of New England, Tent 23. All officers were also re-elected.

△

CHICAGO—The Women's Variety Club of Illinois has installed its new officers, including Mrs. Meyer Gold, honorary president; Mrs. John Semedalas, president; Mrs. Lester Grand, first vice-president; Mrs. F. Dudley Gazzolo, second vice-president; Mrs. Sam Levinsohn, secretary; Mrs. Oscar Bloom, treasurer.

M-G-M Is Planning 20-Week Sales Drive

M-G-M sales forces headed by Jack Byrne have lined up plans for a 20-week selling drive to start February 7 and run through June 26. The slogan is: "M-G-M Back On Top in '58!"

Byrne will make personal visits to every exchange in the United States during the drive.

Burtus Bishop, Jr., assistant sales manager in the eastern territory, and Robert Mochric, western area, will cover the exchanges in their respective territories. Similar coverage will be made by division and district managers to give the drive its big push at the start.

Home office advertising and publicity departments have plans ready to make the drive a success at the exchange level.

Prizes will be awarded for all the employes in the winning exchange.

To Meet Fli

(*Continued from page* 1

"for adults and adolescents," adults only" and requiring all tising by exhibitors to "not classification, said today he ho confer next Monday with Dr. M. Flick. Former director of th sion, Flick is now executive a to Dr. James A. Allen, Jr., sta cation commissioner.

Dr. Flick has long advocated tion of a classifications syste lieving this would provide a mative, rather than the present tive," approach to film licensin idea, however, has never bee cially approved by the board gents.

Marano said he had receiv letters approving the measure he and Senator William T. C also a Brooklyn Republican, in ed it. One of the communicatio from two Protestant young v The Catholic War Veterans s the bill.

Seeks Denominational Reac

Marano will circularize chur various denominations, PTA and other organizations in th Ridge District of Brooklyn.

To the point raised by a who had read of the bill, in th press, whether "it would be co tional to require that newspape classifications in motion pictu vertising," Marano replied: "T good question. The answer is would be an exercise of police which is censorship."

He added the advertising cla tions would be "commensurate the amount of newspaper spac chased for an advertisemen measure is proposed to "comba nile delinquency."

Register Firms

(*Continued from page* 1

filed by the local law firm of Shapiro & Cohen, the Half Amusement Corp. was organi operate and exhibit in the picture field.

A similar petition in behalf Park Reading Corporation adds in theatres and legitimate thea motion pictures as the purpo which the corporation was org



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd I Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 12 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Presiden J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almana Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

ns a Unifying Force, nston Tells Japanese

ne second Japanese Film Week under way here last night with reening at the Museum of Mod- Art of "The Lighthouse."

eceding the screening the Japan- ilm industry delegation, headed by Kido, president of the Motion ure Producers Association of n, was introduced to the press other guests at a buffet reception ne Hotel Warwick. The affair was r the sponsorship of the Japanese ucers and the Japanese Ministry oreign Affairs.

ic Johnston, president of Motion ure Association of America, wel- ed the delegates and in a short ess stressed the need for a unify- force in the world today, adding such a force is the motion picture.

Kido Is a Man With Two Missions

By WARREN G. HARRIS

iro Kido, chief delegate of the ing Japanese Film Week con- nt, is a man with two missions. president of the Motion Picture lueers Association of Japan, he is ely engaged in expanding the rican market for Japanese films. the head of Shochiku Co., Ltd. h, in addition to being one of n's major producers, has consid- le theatre interests, he is striving ncrease the Japanese demand for rican films, which will mean con- rable additional revenue for his bitors.

ido blames the failure of Japanese to catch on with American ences on two major reasons—the of sufficient promotion on the of producers and the slow pro- of fostering American under- ding of the "artistic" Japanese ng techniques. This year's Japan- Film Week is the first step toward eased promotion. In contrast to one of last year, the festival is eving wide-spread recognition due he presence of six visiting and attractive Japanese film stars, increased emphasis on films which ict the modern Japan.

ido admits that achieving Amer- understanding of the Japanese ng techniques will take consider- time, but that he has already ced increasing interest in things nese. He regretted that the two nese films to gain the greatest ree of success in the U.S. were so-called "monster" epics—"God- " and "Rodan." Their success, o said, "was not an honorable ex- ence" for a people who are so itively and artistically inclined.

total of 443 feature films were re- ed in Japan during 1957, which decrease of 71 from the 514 of 6, the Motion Picture Producers ociation of Japan reported in a ey of production in that country le public this week.

Netter Joining Goldwyn Within Next Few Months

L. Douglas Netter, Jr. will take over his new post as assistant to James A. Mulvey, president of Samuel Goldwyn Productions, within the next few months after he completes his duties with Todd-AO, it was announced here yesterday.



L. D. Netter, Jr.

Netter is vice-president of Todd-AO, with which he has been associated for the past two and one-half years, in charge of the sale of Todd-AO roadshow equipment in theatres in the U. S. and Canada. In his new post with Goldwyn one of his principal duties will be to work on the roadshow engagements of "Porgy and Bess."

N.Y. Bill Asks Control Over 'Subliminal' Use

Special to THE DAILY

ALBANY, N. Y., Jan. 22—Control of "subliminal perception" projection on screens of New York State theatres is proposed in a bill presented by Assemblyman Bentley Kassal, Manhattan Democrat, who has also introduced two resolutions on the subject.

One resolution provides for the appointment of a legislative committee to study the new advertising technique and to determine whether it should be permitted, controlled or regulated in this state.

The other memorializes Congress and the Federal Communications Commission to enact such laws or regulations as will create a fact-finding agency, the technique to be prohibited pending the study of its effects.

The bill amends the Civil Rights Law to state that no person, firm or corporation shall project upon a motion picture screen, during the projection of a film, any other still or motion picture "designed or intended to communicate any idea or message to sub-conscious minds or unconscious minds of the audience, unless at least 30 minutes prior thereto, the idea or message is audibly or visibly transmitted for convenience to the conscious minds."

New Animation Process

Colortex will demonstrate a new electronic animation process for color films to trade members and press representatives at the Johnny Victor Theatre in Rockefeller Center on Monday.

'Dangerous' Here Feb. 5

"Beautiful But Dangerous" will open Feb. 5 at the Mayfair Theatre here, 20th Century-Fox has announced.

L.A. Station to Transmit Subliminal Messages

From THE DAILY Bureau

HOLLYWOOD, Jan. 22 —KTLA, independent Los Angeles television station and a subsidiary of Paramount Pictures, will transmit subliminal messages to viewers "within the next 90 days," the station's vice-president and general manager Lew Arnold reports. Initial telecasts will be public service in nature, using such slogans as "Drive Safely" and "March of Dimes."

Equipment from New Orleans

Arnold indicated that the necessary electronic equipment would be obtained from Preeon Process and Equipment Corporation of New Orleans. He stated that "use of subliminal communication will conform to the rules and regulations of the Government agencies involved."

Chicago Studies Ending Of 3% Admission Tax

Special to THE DAILY

CHICAGO, Jan. 22. — Because of widespread exhibitor protests against continuance of the three per cent admissions tax under present conditions, the City Council has voted to ask Mayor Daley to appoint a citizens' committee to make recommendations.

The resolution passed by the council refers to numerous closings in the past few years and a 70 per cent attendance drop. The tax now produces only $800,000 annually for the city treasury. The resolution describes this as "too small to justify the severe hardship inflicted on embattled theatre owners."

'American' Bow Raises $18,400 for Vietnam

Special to THE DAILY

WASHINGTON, Jan. 22—A total of $18,400 was raised here tonight for The American Friends of Vietnam at the benefit world premiere of Joseph L. Mankiewicz' "The Quiet American," held at the Playhouse Theatre.

The benefit drew heavy coverage by an international press contingent and was attended by an audience of government officials, foreign diplomats and film industry representatives, including Arthur B. Krim, president of United Artists Corp., which is releasing the film, Mankiewicz, starlet Giorgia Moll, Senator and Mrs. John Kennedy, Justice and Mrs. William O. Douglas, Eric Sevareid and David Lawrence.

Wins Burstyn Award

The French film, "Gervaise," will receive the fifth annual Joseph Burstyn Award as the best foreign-language film of 1957, the Independent Motion Picture Distributors Association of America announced this week. The award will be formally presented at a luncheon of the association, now being planned.

. . . NEWS ROUNDUP

Previn to 'Porgy' Music Post

Andre Previn, pianist-arranger or composer-conductor on 28 M-G-M feature productions, will function as musical director on Samuel Goldwyn's "Porgy and Bess" under an agreement with M-G-M, which has granted him a year to complete the assignment. Goldwyn has announced no release channel for the picture, which he is personally financing.

■

'Witness' Premieres Set

Arthur Hornblow's production of the Edward Small presentation of "Witness for the Prosecution" has been set for key regional premieres next month by United Artists in Chicago, San Francisco, Washington, Salt Lake City, Syracuse, Seattle, Portland, Ore., and Detroit. The picture will have its New York premiere at two theatres on Feb. 6—the Astor and the Plaza.

■

35mm. Prints Recovered

Thirty-five millimeter prints of Paramount's "Samson and Delilah" and 20th Century-Fox's "David and Bathsheba," which were reported to have been used in the Detroit area for unlicensed, non-theatrical showings, have been recovered for the distributors by Sargoy & Stein, copyright counsel.

■

Cuba Firm to Handle A.A.

Allied Artists has signed a long-term contract for the distribution of its pictures in Cuba by Cinematografica Polimex S. A., headed by Octavio Gomez Castro. Antonio Garcia will continue as A.A. home office representative in Cuba.

■

Boston Copley to Benj. Sack

The Copley Theatre, Boston, has been acquired by the Benjamin Sack circuit, operators of three other houses in Boston and two in Fitchburg, Mass. The Copley will be renamed the Capri Theatre.

Credits in 'Marjorie' For Fashions on Screen

The Warner Bros.' picture "Marjorie Morningstar" will carry on-screen credits for the manufacturers of the fashions and jewelry, cosmetics, and other accessories used in the picture.

Reciproeal credits for the film will be carried in the advertising and promotional material of the manufacturers involved, according to Warners.

Fox Ad Drive

(*Continued from page* 1)

papers yesterday and a comparable program is being followed today in accordance with vice - president Charles Einfeld's recent policy statement that amusement pages have become "merely directories" and that "new ways and methods" must be found to inform the public of the industry's attractions.

20th has run advertising off the amusement page previously, but never to the extent of coverage in a paper's several sections such as news, entertainment, sports, women's, book and radio and television. Featured among the ads were endorsements by columnists such as Ed Sullivan and Hedda Hopper.

Six Films Slated

(*Continued from page* 1)

Guild. The announcement brings the year's nominations to 17, which will be voted on by guild members to determine the ultimate five, from which one will be chosen to receive the guild's annual award. This one will be named at the annual SDG banquet on Feb. 8.

The six named for the final quarter are "The Bridge on the River Kwai," "Les Girls," "Peyton Place," "Sayonara," "Twelve Angry Men" and "Witness for the Prosecution."

. . . FEATURE REVIEWS .

Day of the Bad Man

U-I—CinemaScope

Another in the current cycle of "adult" westerns, this Gordon Kay production manages to maintain intense audience interest throughout, mainly through the convincing performances of several old reliables as Fred MacMurray, John Ericson, Robert Middleton, Marie Windsor, Edgar Buchanan and Skip Homeier. Director Harry Keller has kept tight reins on Lawrence Roman's rather obvious screenplay, with one of the better program westerns of recent months the result.

MacMurray is a circuit judge who has just been assigned to permanent duty in a small town where he plans to settle down with Joan Weldon. On the same morning that he plans to ask Miss Weldon to set the date of their wedding, MacMurray is due to pass sentence on Christopher Dark, who has just been convicted of murder.

MacMurray has no doubts about sentencing Dark to hanging, even when he is threatened by Dark's outlaw brothers, Middleton and Homeier. When the latter begin to terrorize the townspeople into pleading that the judge be merciful in his sentence, MacMurray begins to feel uneasy and almost decides to simply banish Dark from the town when he learns that Miss Weldon is in love with Ericson, a cowardly sheriff who would then be put in the uncomfortable position of running Dark out of town.

At the last minute, however, MacMurray finds that he cannot sacrifice law and order. He sentences Dark to death and prepares himself for a bloody showdown with the outlaw's brothers. The succeeding action brings about Miss Weldon's realization of Ericson's cowardice and the proverbial happy ending.

Thanks to "Day of the Bad Man's" relatively short running time, the action never seems to drag or get bogged down in superfluous plot development. CinemaScope and color photography add reality and heighten the film's commercial possibilities.

Running time, 81 minutes. General classification. Release, in April.

WARREN HARRIS

Escape from Red Rock

Regal—20th-Fox—Regalscope

HOLLYWOOD, Jan. 22

Brian Donlevy, as an uninhibited outlaw with a heart only slightly lined with gold, is the top name and player in this Bernard Glasser production in Regalscope of a story written and directed by Edward Bernds. The next best name and performance is that of Jay C. Flippen, who's prominent in the beginning and end of the picture, but absent during the long middle, and there isn't much to choose between the portrayals furnished by Eilene Janssen and Gary Murray, the other two co-stars, nor the supporting players. The picture opens on a scene of violence, quiets down more or less after a few sequences, and winds up in a fighting resistance against raiding Indians, the aggregate dealing of death and disaster meeting categorical requirements.

In the story Gary Murray, well meaning young Western lad, is having trouble with his neighbors because they believe his absent brother is a bandit. Abruptly the bandit brother shows up in the boy's house, where he has been brought wounded, by bandit pals under command of Donlevy, and Gary is compelled to aid in a robbery of the local express office.

When the raid goes awry, with the boy believed to have murdered an innocent bystander, Murray flees the territory, taking the blacksmith's daughter, Miss Janssen, with him. They come to a Mexican hacienda, where they are married, aud later on to a frontier home which Indians have raided, killing all but a month-old baby. They take care of the child and when the bandits under Donlevy arrive he keeps his men from molesting Miss Janssen or the baby. Indians attack everybody joins i resistance, in which the baddie slain, and when the law-men everything turns out to have hap for the best for all hands.

Running time, 75 minutes. G classification. Release, in Januar

WILLIAM R. W

The Story of Vickie

Buena Vista

HOLLYWOOD, Ja

Probably the most profitabl ploitable feature of this En dubbed import in Technicolor i star of it, young Romy Schn who at 16 is rated by many a rope's most beautiful and acc lished actress of her generation. is much to say about her—four in pictures, seen in 10 European cesses, descended from a long of famous performers—and it is kind to sell tickets. Possibly he ent and personality, somewha secured perhaps by the substituti British voices and language fo original German, will prove suffi ly appealing to American audi to carry the attraction beyon box office limitations usually en tered by lip-synced imports.

The picture, produced at the ering Studios in Vienna as w and directed by Ernst Maris picks up the princess who is t come Queen Victoria of Engla her 'teens and follows her t consummation of her romance Prince Albert. The story as pres is based, it is stated, on the and diaries of Queen Victoria on a comedy by Sil-Vara.

The 108 minutes of running goes slowly while the setting is established, picturing court dures, routine and discipline, picks up momentum as it show young queen, fleeing from her when suitors are being brought t court, meeting in a wayside young man who, it turns out they have had a pleasant eveni gether, is in fact the potential vored suitor, no more desiro marriage than the queen. She holds her identity from him, but he has presented himself as h in due fashion at her court, she ries him.

The settings are lavish, indoo out, with Technicolor cameras n best possible capital of that ci stance. Performances in gener a large number of players unfa to American audiences, stack up any nation's best. Direction is e tent, although overleisurely, an humour is often at the expense British mode and manner o period.

Running time, 108 minutes. G classification. Release, not set.

W.

THE EIGHTH ANNUAL
COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 26. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $3.75 each)

...tional ...e-Selling

...NCE IN a great while a film ... is produced which is truly ...icent. 'The Bridge on the River ... is just such a picture," reports ...ce Somers in the February is... "Redbook." "It has a tremen...tory to tell, it has superb acting ... was produced and directed ...great discretion and sensitivity ...n Spiegel and David Lean, re...ely." It is "Redbook's" picture ... month for February.

•

...e" assigned photographer Don ... to do a camera study of France ..., a French-Chinese girl who is ...o be seen as "Lait" in "South ..." The result is a refreshingly ...pproach to photo composition. ...ictures appear in the January ...ue of "Life." France Nuyen is ...rful, bubbly 18-year-old, who, ... come to New York and worked ...ook shop, applied for a job as ...del and instead was signed up ...e movies. Even when photo...d in a relaxing mood, we get ...mpression that she will add ...e and vigor to "South Pacific."

•

...io Lanza, who sings "All the ...s You Are" and "The Loveliest ... in the Year" in "The Seven ...of Rome," is featured in the ...e of the Month column adver... this new M-G-M picture, in the ...y issue of "McCall's."

•

... lead article in the January 25 ...of "The Saturday Evening Post" ...iography of Alec Guinness. It ...thoroughly researched for facts ... British actor's study of a char... prior to his appearance before ...mera. The top half of the first ... of the story has a photo taken ...lon on location for "The Bridge ...e River Kwai." Guinness, who ... the part of the imprisoned Eng...olonel, is in the foreground of ...hoto, and the bridge, built by ...aptured British soldiers, is di... behind him. A photo of Guin...and a reference to the article ...r on the front cover of the issue.

•

...h Harbert devotes a full page ...r review on "Witness for the ...ecution" in the January issue of ...l Housekeeping." She says, "It ...obably the most expensive mys...nelodrama ever taken on by Hol...d. The movie version of the ...hat stunned Broadway undoubt... will equally affect the millions ...ople who still don't know the ... plot and the fantastic characters ...ed in it. So for a tumultuous ...ng away from home, make a date ... 'Witness for the Prosecution'."

WALTER HAAS

PEOPLE

James McMahon has been named assistant to **William T. Murphy**, resident manager at the Cine Webb, Wethersfield, Conn., for Lockwood & Gordon Enterprises.

□

Milton Newsom, formerly city manager in Augusta, Ga., for the Wilby-Kincey circuit, has assumed new duties in Knoxville, Tenn., as city manager of the Knox Tenn. Theatres, an affiliate of the W-K organization.

□

Robert E. Quick, formerly deputy chief of the Army and Air Force Motion Picture Service, has been appointed chief of the agency, succeeding Fred Bund, who has retired.

□

T. I. Martin, a director of Theatre Owners of Virginia, has been elected mayor of Culpeper, Va., to fill the unexpired term of **E. Jackson Eggborn**, which will end on Aug. 31.

□

Nativa Roberts has retired as booker in the Cleveland exchange of M-G-M following 25 years with the company.

Senate Group to Hold

(*Continued from page* 1)

broadcasting subcommittee should hold hearings, probably early in March, on a bill by Senator Smathers (D., Fla.) to require broadcasters to divest themselves of any interest in music publishing firms. The measure is aimed at forcing the networks to get rid of their interest in Broadcast Music, Inc.

Film Dividends

(*Continued from page* 1)

downturn from the upward trend which began in 1954 and continued through 1956.

In December last year industry companies reported $4,467,000 paid in dividends, compared with $6,522,000 paid in the same month of 1956.

Caesar, Coca Reunion Slated for Sunday

Sid Caesar and Imogene Coca, together again after a three-year separation, make their reunion debut in "The Matchmakers" sketch on the premiere of ABC-TV's "Sid Caesar Invites You," this Sunday night.

The show is produced by Hal Janis and directed by Frank Bunetta, and sponsored by Helena Rubinstein, Inc., through Ogilvy, Benson & Mather, Inc.

Television Today

Film, Web Officials Hit Pay-TV

(*Continued from page* 1)

whip Arends of Illinois submitted his promised statement. Representative Morano of Connecticut introduced a bill to ban toll-TV, the seventh House bill along this line.

¶ Senate Commerce Committee chairman Magnuson of Washington, after his committee's executive session, indicated little inclination to hold toll TV hearings on the Senate side. He pointed out that his committee held hearings last year and that the House hearings were now in progress.

Shapp Likes Cable System

¶ Milton J. Shapp, president of Jerrold Electronics Corp., told the House committee that pay-TV through a cable system was the only practical method and that it would prove the salvation of theatre owners if they would support it.

House committee chairman Harris of Arkansas hasn't set any cut-off date for the hearings but is obviously trying to end them soon, possibly tomorrow. He rushed through half a dozen witnesses this afternoon and ordered others to file statements instead of testifying personally. The committee also has scheduled other hearings starting Friday.

Witnesses tomorrow are scheduled to include RKO-Teleradio president Thomas F. O'Neil and spokesman for the AFL-CIO.

Warns of 'Gouging'

In statements submitted for the record, Harling and Rembusch argued, as did Goldenson and Stanton, that subscription television would soon wipe out free television. Harling also challenged the legal authority of the Federal Communications Commission to permit subscription television on broadcast frequencies and presented a lengthy documentation as to why the FCC lacks this authority. He maintained that even if the commission had the basic authority to okay toll-TV it does not have power to protect the public against "gouging" by pay-TV promoters.

Recognizing the argument of some backers of pay-TV and at the commission saying that the issue should be settled in courts, Harling pointed out at the present time no one has the legal standing to bring a court test.

Rembusch Clarifies Stand

Rembusch said he was not opposing cable pay-TV but was opposing broadcast pay television. He said the only question before Congress was whether the free airways were to be appropriated by a group of patent holders out to enrich themselves.

Both spokesmen before the joint committee urged Congress to step in promptly and act before the commission can go any further with its proposed tests.

Goldenson and Stanton also urged prompt Congressional action against toll TV. Goldenson said that if pay TV should succeed the programs now seen on free television would move to pay television and the public would have to pay for programs it now gets free. Lower and middle income groups would suffer more, he said.

If pay-TV succeeds, the AB-PT official declared, his firm will be obliged as a matter of self preservation to enter the pay-TV field. He strongly opposed even a test run, arguing that "once the epidemic has started it cannot be controlled."

Test Useless, Says Stanton

Stanton also declared that if pay-TV should seem successful, CBS would have to go into the field, and that CBS's opposition was based on its desire to maintain free television. He said a test of pay television would only determine whether a minority of people would pay enough to make pay-TV profitable and would not prove whether the system was in the public interest.

Once the huge investment required for the test has been made, Stanton argued, it may very well be too late to reverse things and the commission will feel committed to authorize pay-TV permanently.

Many Groups in Opposition

Additional opposition came from the General Federation of Womens Clubs, the American Mothers Committee, and the National Federation of Music Clubs. All declared that Congress must protect the free television system by banning toll-TV.

Representative Arends said that pay-TV would black out free television in rural areas and that farm people in his district were overwhelmingly against pay-TV.

Baldwin declared that correspondence from his "working mans" district showed tremendous opposition.

Shapp said that his firm did not oppose the proposed toll-TV tests because it was convinced they would show that broadcast TV was not economically or technically feasible. However, he said, he felt the FCC could also establish this without tests.

Music Executive in Favor

Only the cable presents a solution, Shapp said, and urged that any legislation approved by the committee exclude cable systems from the proposed ban.

George A. Kuyper, manager of the Chicago Symphony Orchestra, endorsed subscription television, arguing that free television had failed to present great symphony music to its viewers.

"THE OTTO PREMINGER TOUCH PLUS THE ENORMOUS POPULARITY OF THE NOVEL SHOULD MAKE THIS SLICK AND POLISHED PRODUCTION A STRONG ATTRACTION . . . SHOULD THRUST THE FILM TO HIGH COMMERCIAL HEIGHTS."

—*FILM DAILY*

Otto Preminger Presents

DEBORAH KERR
DAVID NIVEN
JEAN SEBERG
MYLENE DEMONGEOT in

BONJOUR TRISTESSE



GEOFFREY HORNE JULIETTE GRECO WALTER CHIARI

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

53, NO. 17 NEW YORK, U.S.A., FRIDAY, JANUARY 24, 1958 TEN CENTS

wn Results

xed Reaction Exhibitors MPA Survey

Call It 'Good Effort'; rs See 'Loop Holes'

y JAMES M. JERAULD

(Picture on Page 3)

bitors who heard Joseph C. president of Opinion Research discuss the industry survey ne Public Appraises Movies," ed early in the week to the Picture Association were di- in their comments yesterday. esentation was made again yes- for leading exhibitors. said they thought it was a

(*Continued on page* 3)

Forces to Push e Drive-in Bookings

Film Distributors of Amer- l go after a larger share of business as a result of its nce in the first year of opera- Kenneth N. Hargreaves, presi- old his sales organization yes- at the opening of their second

(*Continued on page* 4)

Without Data on orted Russian Deal

From THE DAILY Bureau

SHINGTON, Jan. 23.—Queried on the announcement by the Department yesterday of an ent with the Soviet Union for an exchange of motion s with the U.S. officials of

(*Continued on page* 3)

TRADEWISE on page 2

Television Today on page 5

Union Ban Blocks Theatre Academy Award Telecasts

Theatre screen presentations of the Academy Award telecast March 26 will not be possible because waivers cannot be obtained from the various unions involved.

Roger Lewis, co-chairman of the Motion Picture Association committee handling the promotion, has received word to that effect from the coast, and the committee is informing inquiring exhibitors that it cannot give approval to theatre showings, even if the showings are free to the public. The union ban will not prevent theatres from showing the telecast on TV sets in their lobbies and foyers.

Forget TV; Make Unique Films, Says Hartman

By WARREN G. HARRIS

Producer Don Hartman has been making motion pictures for a good many years. He even remembers when everyone said people wouldn't buy records once the radio was introduced. Now that the record industry is riding high, Hartman wonders why it wouldn't be a good idea for motion picture people to stop worrying about video competition and start concentrating on making



Don Hartman

(*Continued on page* 5)

Committee Ends Seven Days of Hearings

Ask Immediate Action By House on Toll-TV

Harris Plans Executive Session Thurs.; O'Neil Asks Go-Ahead for Pay-TV By Air

By J. A. OTTEN

WASHINGTON, Jan. 23—The House Commerce Committee should act "immediately" one way or the other on subscription television, chairman Owen Harris said today as the committee completed seven days of hearings on the subject.

The Arkansas Democrat declined to indicate what action the committee might take, but said he would try to call an executive session next Thursday to begin consideration of the matter. The committee could conceivably do any one of several things: Ask Congress to approve a bill banning toll-TV; pass a committee resolution asking the Federal Communications Commission to postpone or halt its proposed toll-TV test; let the FCC go ahead with the test but request a hearing after the test is completed; do nothing, thus permit-



Thomas O'Neil

(*Continued on page* 5)

Cinerama Proxy Contest Stirs Heated Statement

Perry N. Selheimer's proxy solicitation in an effort to unseat the present management of Cinerama Productions Corp. at the annual meeting Feb. 11 has stirred a violent reaction among members of the board.

Milo J. Sutliff, president, has sent a proxy solicitation appeal headed: "Everybody is out of step, except Perry N. Selheimer, Says Perry N. Selheimer," in which holders are asked to revoke any proxies signed for Selheimer before the controversy became public.

The Sutliff statement lists proxy fights Selheimer has engaged in in four other companies from 1951 through 1956. It points out that Selheimer's proxy appeal "would let him make himself a director and let him handpick all the other directors and officers."

In answer to Selheimer's criticism

(*Continued on page* 3)

Eells in N.Y. to Report To UA on TV Progress

Bruce Eells, executive vice-president of United Artists Television, has returned to New York from Los Angeles for several days of home office meetings with Arthur B. Krim, president of United Artists Corp.; Robert S. Benjamin, UA chairman of the board; and Herbert L. Golden, president of UA-TV.

Eells is giving a progress report on the development of new TV projects and the results of meetings with Hollywood producers who may provide filmed subjects for UA-TV. Following these New York discussions, Eells will return to Los Angeles to continue his conferences with producers and other creative artists.

Traffic Experiment Seen as Aid to Theatre B. O. Uptake

Special to THE DAILY

SPRINGFIELD, Ore., Jan. 23—This city's 10-day experiment in barring all traffic from 10 blocks of downtown Main Street and using cross streets for parking purposes so that shoppers could move about freely is attracting national attention. The test was made last fall and a 36-page brochure on it was distributed to members of the Chamber of Commerce at their annual dinner recently.

The idea was to revive sagging downtown trade which has been drifting into the open country where parking space is plentiful, or to Eugene, Ore.

Leroy Hulsey, theatre exhibitor here, admits business went up five

(*Continued on page* 4)

PERSONAL MENTION

SPYROS SKOURAS, 20th Century-Fox president, and MAURICE SILVERSTONE, president of 20th-Fox International, are expected back here tomorrow from a European trip.

•

JULIUS GORDON, Allied States president, is in Mexico on a brief vacation.

•

ARTHUR B. KRIM, president of United Artists, and ROGER H. LEWIS, director of advertising-publicity, have returned to New York from Washington.

•

MORRIS GOODMAN, sales manager of Columbia Pictures International, will leave here on Sunday for Hollywood.

•

CATHERINE HARBULA, secretary to NICK M. JUSTIN, manager of the Rivoli Theatre here, will be married at St. Malachy's tomorrow afternoon to THEODORE V. MARSICOVETERE, an engineer.

•

MIKE TODD and wife, ELIZABETH TAYLOR, have left Paris for Prague.

•

RICHARD P. BRANDT, president of Trans-Lux Theatres Corp., and MRS. BRANDT are in Puerto Rico from New York. They will leave there next Wednesday for the Virgin Islands, and will return to New York on Feb. 2.

Johnston Speaks Here

Eric Johnston, president of the Motion Picture Association of America, spoke here last night at the annual dinner of the Building Trades Employers' Association at the Waldorf-Astoria Hotel. It was his first speech since his appointment to a foreign aid assignment by President Eisenhower, and his subject was the government's foreign economic deveopment program.

'Missouri' Benefit Set

C. V. Whitney's "The Missouri Traveler" will have its world premiere Feb. 4 at the Uptown Theatre, Kansas City, Mo., in a gala benefit for the Optimist Clubs of Greater Kansas City. Buena Vista announced yesterday.

All proceeds from the event will go for the youth work programs of Kansas City's 20 Optimist Clubs.

TRADEWISE

By ONLOOKER

SPURRED by new market interest in Republic Pictures common which saw more than 16,000 shares traded in the past two days for a gain of a half-point, the financial district once again is hearing reports that Herbert J. Yates is on the verge of closing a deal for his controlling stock interest in the company. This time, however, there does not seem to be any clear information on the identities of members of the purchasing group. They are reported to be acting through an agent. The reported selling price is $8 per share for the more than 450,000 shares owned or controlled by Yates and members of his family. For long Yates was asking $12 per share for his interest . . . Also adding some fuel to the reports that this time Yates actually will dispose of his holdings is the unusual (for him) length of time he has spent in New York on his current trip. He arrived from the Coast in mid-January and his present schedule calls for him to remain here into February. Ordinarily, he is in and out again in a matter of a few days, occasionally a week at the most. . . . Republic's regular board meeting for January was postponed to Feb. 5. Some expect the deal for Yates' holdings to be wrapped up by then, with a new board giving effect to the change of control elected at that time However, if reports are correct the present deal could come to nothing, just as several earlier negotiations faded out. The reports are that the talks have not gone too smoothly; that, in fact, the purchasing syndicate left a meeting last week believing there would be no deal, but were called back again by Yates this week with substantial progress having been made since.

EVEN WITH the industry business-building program now budgeted at $2,300,000, instead of the earlier $2,750,000, you can't circulate very far in the trade without encountering some skepticism about exhibition producing its half of the lower sum. And the skepticism is by no means limited to distribution areas. Some strategically placed exhibitors have their doubts, and say so. . . . The idea behind the lower budget, we're told, is that it should be sufficient to get the program off the ground (while paying for the Academy Awards telecast) and give it a six months trial. If at the end of that time exhibitors and distributors feel it promises worthwhile results, it would be extended for another six months, or more. . . . The advertising-publicity directors committee contributed plenty of man-hours to the idea of and blueprints for the business-building campaign. By far the largest amount of the time was their own, not their companies' — their lunch hours and many hours of their evening time after a full day's work. Just to give you an idea, the bill for their two years of lunches and dinners for committee and subcommittee meetings on the program at the Harvard Club came to $8,000.

APROPOS OF Sam Pinanski's published query in this space last week as to whether or not the Department of Justice sees anything discriminatory in the fact that the Paramount decree prevents theatres from buying film in bulk while television stations are free to contract for theatrical films in any quantities they wish, the answer appears to be yes. But there is little likelihood of the Justice Department doing anything about it. The Department's attitude is that while the Paramount decrees were designed to protect the small exhibitor by preventing the bigger ones from monopolizing the film supply, it doesn't see how it can go beyond that and protect the small theatre also from the block-booking tv station, small or large. . . . Incidentally, they say Republic will realize approximately $5,000,000 on the NBC-TV part of its post-1948 backlog sale alone. That deal accounts for only a part of the market, so the ultimate payoff will be much more. No wonder the Hollywood guilds that weren't cut in are burning.

Fox Will Have 9 Shootin In CS By End of Februar

From THE DAILY Bureau

HOLLYWOOD, Jan. 23—B end of February, 20th Centur will have put nine CinemaScope ductions before the cameras sinc first of the year.

Films now in work are: "The barian," "Ten North Frederick," "The Bravados." Set for produ before the end of January are Nice Little Bank That Shoul Robbed," and "A Certain Smile

February starts will be: "Th of the Sixth Happiness," "The I ers," Leo McCarey's "Rally F the Flag Boys" and George St "The Diary of Ann Frank."

Eastman Improvemer To Cost $62 Million

Special to THE DAILY

ROCHESTER, Jan. 23.—Eas Kodak will invest about $62,00 in capital improvements during an increase of $2,000,000 over according to Thomas J. Har chairman, and Albert K. Cha president.

The money will go for plant e sions, research laboratories and here and in Kingsport, Tenn.; l view, Texas; and at various re sales divisions, processing st and other units in this country expenditures will be on a pay-as go basis and the company will r debt free.

About $35,000,000 will go Rochester facilities and about 000,000 for the Tennessee div

'Farewell' Opens He At Roxy Theatre To

David O. Selznick's "A Farew Arms" will start its first easter gagement today at the Roxy T with the mezzanine section on served seat basis and the rest house on the usual policy.

Seats in the reserved area are sold in advance, or by mail, the requests are accompanie check or money order. There w a stage spectacle called "Moont

NEW YORK THEAT

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RICARDO MONTALBAN • JAMES GARNE
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A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE S

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(THE OTTO PREMINGER TRIAL PLUS THE ENORMOUS PUBLICITY OF THE MOVIE SHOULD MAKE THIS PLAY AND

PEOPLE

rt Floersheimer, Jr., who is his post as vice-president of Reade Theatres to become r of public relations for Theaners of America, was guest of ast night at a testimonial din- his honor at Reade's Parkway ant, Asbury Park, N. J. Ex- and press representatives of a attended.

□

y Wolfe, associated in the past ding Chicago advertising agen- s joined Filmack Studios there tive director.

□

ey Ross, sales manager in the office of Warner Brothers, and aughan, booker, have resigned. ements have not yet been an- d.

□

Montgomery, for eight years a r of the Paramount publicity nent, has joined Endorsements, vice-president.

□

die Vencell of Columbia Pic- vas given an RCA transistor let and certificate of merit at se of the Dallas convention Texas Drive-in Theatre Own- ociation as the booker whose relations with drive-in exhibi- monstrated genuine interest in elfare.

l Bailey 'Maria'

LLYWOOD, Jan. 23 — Pearl has been signed for the role aria" in Samuel Goldwyn's and Bess," in which Sidney and Dorothy Dandridge have ssigned the title roles.

P Reiterates Support cademy Telecast

From THE DAILY Bureau

LLYWOOD, Jan. 23—Formally its position already clearly es- ed, the Society of Independent Picture Producers, in a bul- o members, said "It is judg- of the president, chairman of ard, and executive committee, ans of the Academy for indus- onsorship of the Academy s television program is a for- step meriting enthusiastic sup- f all segments of the industry. ingly, the society urges its rs to cooperate in all phases of ost important undertaking, in- participation in necessary al arrangements worked out by ademy and the industry."



M. P. DAILY picture

WHAT DO THE PEOPLE THINK ABOUT THE MOVIES, AND WHO ARE THESE PEOPLE? Joseph Bevis, Opinion Research head, yesterday in the board room of the Motion Picture Association of America explained his 113 page survey to industry group executives and exhibitors who came because they feel they need to know. In the audience here are Ernest Emerling, Eugene Picker, Samuel Rosen, Larry Morris, Ralph Hetzel, Harry Mandel, Charles Moss, Matty Polon, Harry Goldberg, Arthur Mayer, Bob Shapiro, Irving Dollinger, Sidney Stern, Spyros S. Skouras, Martin Levine, D. John Phillips, Mort Sunshine, Sidney Stern, Joseph Alterman, James Gould, Phil Harling, Robert Coyne, Sol Strausberg, Charles McCarthy.

Mixed Reaction to MPA Survey

(*Continued from page* 1)

"good effort" and that it was a good thing for the industry to accumulate statistics. Others stated that there were many "loop holes." A few questioned the value of conclusions based on questions to only 5,000 persons.

Harry Goldberg, director of publicity and advertising for Stanley Warner Theatres, said: "I think there's still a lot of information there that has to be evaluated by the Johnston office."

Harry Mandell, publicity and advertising director for RKO Theatres, described the presentation as "very interesting," but made no comment on questions asked at the close of the presentation by Bevis.

'Good Effort,' Says Harling

Philip J. Harling, Fabian Theatres executive, who is chairman of the TOA committee on toll-TV, said the survey was a "good effort," but in his opinion it should have a broader base.

About 5,000 persons were interviewed and it is difficult to base conclusions on that, Harling said.

He pointed out that several surveys have been made in recent months on toll-TV and in these about 70 per cent of those interviewed objected to it. The Opinion Research survey reported that 41 per cent asked about new films on toll-TV said they would like to see them and 40 per cent preferred theatre showings because of their technical superiority.

The survey questions on movies currently being shown on television were 54 per cent favorable and 25 per cent unfavorable.

"Yesterday when I was in Washington for the House Commerce Committee hearings on toll-TV," Harling said, "there was general curiosity about how to test public sentiment. I was asked many times how it would be possible to learn public sentiment about toll-TV because so few people have seen it."

Johnston Will Name Committee

Eric Johnston, MPAA president, will appoint a committee in the near future of distributors and exhibitors to study the survey and make recommendations on how to put it to practical use for the industry.

Also present at the meeting yesterday were Sam Rosen, Ernest Emerling, Eugene Picker, Sidney Stern, Charles Moss, Larry Morris, Matthew Polon, W. McCurdy, Joseph Alterman, Arthur Mayer, Robert Coyne, Charles McCarthy, Martin Levine, Solomon Strausberg, John Phillips, Spyros S. Skouras, Jr., Wilbur Snaper, Robert K. Shapiro, Irving Dollinger, Julius Sanders, Mort Sunshine and James Gould.

MPA Without Data

(*Continued from page* 1)

the Motion Picture Association said they had no information on the subject. The State Department would only comment today that the deal is "under negotiation" although it is not clear whether it involves entertainment films or scientific-educational documentaries.

Eric Johnston, MPA president, has for several years been endeavoring to make arrangements for Hollywood feature films to be shown in the Iron Curtain countries, including Russia.

Cinerama Proxy

(*Continued from page* 1)

that two of the company officers hold only 300 shares between them, Sutliff says the total holdings of the present board members are 12,500 shares, whereas Selheimer's total is 1,030 shares.

Bullock Sees New Mark For '58 Disc Volume

From THE DAILY Bureau

HOLLYWOOD, Jan. 23. — The 1957 four-hundred-million-dollar record business will continue to advance upward to an anticipated $450,000,000 for 1958, according to statements made to the press here by E. V Bullock, vice-president of RCA Victor Records.

Bullock said Elvis Presley was the largest single factor, with twenty million of his records sold during 1957.

Questioned as to whether Presley's upcoming two-year military service, on completion of his picture at Paramount, would affect the singer's popularity, Bullock stated that he expects Presley to be accorded weekend leaves for recording sessions.

UTOO Meeting Set

OKLAHOMA CITY, Jan. 23.—The United Theatre Owners of Oklahoma will hold its annual convention here March 5 and 6 at the Biltmore Hotel, it was announced by E. R. "Red" Slocum, executive director of the organization.

Honor Martin Davis at Luncheon Here Today

Martin Davis, department eastern advertising-publicity director of Allied Artists Pictures, will be honored today with a luncheon at Toots Shor's by executives of Allied Artists. Hosting the affair will be AA vice-presidents George Burrows, Edward Morey, Morey R. Goldstein, Norton V. Ritchey and national advertising-publicity director John C. Flinn.

Davis has resigned from AA to take the post of executive assistant to Paramount's advertising-publicity vice-president, Jerry Pickman, effective Feb. 1.

REVIEWS

Flood Tide

Universal-International

HOLLYWOOD, Jan. 23

George Nader and Cornell Borchers provide the romantic interest in this psychological study that centers around Michael Ray, the "Brave One" boy, who portrays in this casting one of the strangest heavies seen in recent years. For all but the final sequences of the picture's 81 minutes the boy, a 10-year-old paraplegic, makes and multiplies trouble for everybody in his reach, including his devoted mother. He does so with such seeming relish that audience sympathy, which usually flows to a handicapped character, is turned back and the eventual curing of his condition and the resultant moral reformation fall short of cancelling out what's gone before. Although the story classifies technically as a psychological drama, the picture has none of the frightfulness and ponderosity usually encountered in that field of fiction.

•

The scene of the story is principally a beach along the Southern California Coast line, and Ray creates his havoc in the lives of his mother and her friends from a sitting position on the beach or in his bed in the luxurious beach house next door to Nader's, which is on lease to a tenant when the story opens. Ray's first offense against law and logic consists of lying in court about the tenant and getting him convicted of murder. Nader suspects that something of the kind may have happened, in view of the boy's previously having broken up a friendship between him and the boy's mother, Miss Borchers, by similar deception. Nader again takes up residence in his now vacated beach house and succeeds in straightening out his thinking by taking him sail-boating and his physical condition by introducing him to a friend who just happens to be a renowned surgeon. Nader and the boy's mother are in a fair way to wed and live happily ever after when the picture ends.

Production is by Robert Arthur and direction is by Abner Biberman. The script by Dorothy Cooper is based on a story by Barry Trivers.

Running time, 81 minutes. General classification. Release, in February.

WILLIAM R. WEAVER

Smiles of a Summer Night

AB Svensk Filmindustri Prod.—Rank Film Dist. of America

Although "Smiles of a Summer Night" comes to the U.S. art theatre market from Sweden (equipped with English sub-titles), its spirit is distinctly French. That is to say, it is a bedroom farce in which seduction and adultery are treated with considerable levity. To the sophisticated art house audience here, accustomed to its unconventional attitudes, the film will doubtless seem gay and beguiling entertainment. Others would be equally certain to find some of its ribald conceits offensive.

This is the central situation: An amoral actress invites to a country house party two married men—one a lawyer, the other a count—who have both been her lovers. At the same time she also asks them to bring along their wives!

And this is how the incident is eventually resolved: The young wife of the lawyer elopes with her husband's son of a previous marriage. The count is reconciled with his wife. That leaves the deserted lawyer to the actress, which is what she has wanted all the time.

•

From the dash and style with which this picture is acted and directed, one would also take it to be French. And for a further surprise it has four actresses in leading roles who are not only stunning to look at but also can act. The best of them is Eva Dahlbeck as the vivacious actress; she plays with a striking wit and skill. But Ulla Jacobsson, Harriet Andersson, and Margit Carlquist are also attractive and colorful as the lawyer's wife, her maid, and the count's wife, respectively. Gunnar Bjornstrand is amusing as the lawyer.

The sense of the period (late 19th century) has been strongly captured in the script and direction of Ingmar Bergman, who has been gaining quite a reputation for himself at film festivals abroad. This one took the grand prize for comedy at Cannes in 1956. Running time, 108 minutes. Adult classification. Release, in February.

RICHARD GERTNER

Fort Dobbs

Warner Bros.

HOLLYWOOD, Jan. 23

Clint Walker, who in two years has won himself a wide following as a Western hero on television, comes to market here for the first time in the bigger and better world of the theatrical motion picture, and shows himself to be as much better in the major medium as the major medium is better than all the others. Better most particularly, that is, when the subject to be dealt with is the wide West, the West of the great rangelands, the majestic mountains, the far horizon and the unfenced freedom.

•

These are the things the big screen, the 35mm camera, the uninterrupted film and the perfected projector of the modern theatre can present as no other medium even pretends to. Into this bigger, wider world of acting the 6-foot-6-inch Walker walks, in this picture, as if born to the size and scale of the theatrical screen. This is the top fact of importance about "Fort Dobbs," the fact that people will be wanting to know, and the one the successful showmen of the land will be telling them well in advance of the opening of his first picture.

The pleasant prospects of the Walker success in the field to which he now has come do not tell the whole story of the attraction. In its story he is closely associated with Virgina Mayo, one of the ablest of all actresses in this type of production, and Brian Keith, by-and-large one of the industry's most dependable principals. These three play the points of the romantic triangle which makes warmly personal an outside story of Western adventure, complete with marauding Indians and individual heroism, that takes 93 tight minutes to tell without wasting a second.

•

Written by Burt Kennedy and George W. George, the story has Walker, Miss Mayo and the latter's son, Richard Eyer, making their way to Fort Dobbs in flight from raiding Indians, although she believes Walker has murdered her husband. Into their company comes Keith, a man not above selling rifles to Indians, and they have understandings and misunderstandings, interspersed with fights of various kinds, with and without Indians, winding up with Keith safely dead, at Walker's hands, and Miss Mayo in his arms.

Gordon Douglas, one of the most consistent directors in the whole history of Hollywood, has a big new credit for himself in this one. So does Martin Rackin, producer.

Running time, 91 minutes. General classification. Release, in February.

W. R. W.

Clarify Federal Admission Tax Factors Of QP's 'Movie Ticket Month Plan'

Federal admission tax considerations involved in the Movie Ticket Month Plan for stimulating theatre attendance (Motion Picture Daily, Jan. 17—Motion Picture Herald, Jan. 18) have been clarified as a result of inquiry to the Internal Revenue Bureau.

The monthly tickets, both family and individual types, will not be subject to the 10 per cent Federal admission tax if they are in the form of detachable coupons of booklet strips, each good for an admission costing less than 90 cents. The cost of the entire booklet, thus, can be in excess of 90 cents and still be tax-free.

In the case of cards without detachable coupons or strips, selling for more than 90 cents, it is suggested that exhibitors communicate with the I. R. B., asking for tax exemption approval on the grounds that the cards are useable for individual admissions equivalent to a maximum 90-cent value.

Traffic Pla

(*Continued from page* 1)

per cent during the test. Becau the outdoor silence while it w progress he provided recorded m He laments, however, that his quee letters and out-front pc were missed by thousands of m ists.

As compensation for this, he ured, pedestrians had more tim read and admire his advertising and, more important, to buy tic

Reactions among merchants other business men, including a l station operator, were acute. I sales were up 14 per cent abov same period the previous year.

Architect Enthusiastic

The local plan was urged by Lutes, architect. He calls it a "S pers' Paradise," but admits it take five years to convince oppo that he is right.

Lutes contends that retail could be doubled downtown adoption of a permanent plan.

Springfield is a lumber town a population of 13,500 which ha a 25 per cent gain in population 1950 and 255 per cent since but the downtown retail trade failed to keep pace.

Tests in Texas, California

Oxnard, Calif., and Waco, T have made similar tests wi reaching any agreement on wh to make the no-traffic plan p nent.

Victor Gruen, a Los Angeles tect, is working on a modificati the plan for Fort Worth, Texas idea is to set up "no-auto" areas.

Rank Forces

(*Continued from page* 1)

convention at the Hotel W here.

Among the pictures that ret strong grosses in drive-ins during he mentioned "Checkpoint," " Deception" and "The Black Te

He also cited "Pursuit of the Spee" as "the first of the Ran ganization releases to be ac throughout the United States top quality commercial motio ture" during the past eight n This was mentioned while he w phasizing that the company v after increased income from fo as well as drive-in theatres.

Hargreave's talk was prece introductory statements by Irvi chin, general sales manager, wl comed regional and branch sa ecutives and introduced new to the organization.

'Lord' Showing To

The first wide-screen featu ever produced in Japan, Toe "The Lord Takes a Bride," shown at the Museum of Mod tonight as part of the Japane Week.

ilms Eligible for Oscar' By Studio

rom THE DAILY Bureau
LYWOOD, Jan. 23.—A break- f the Motion Picture Acade- ninder list of 411 feature pic- igible for the annual award, ed to its membership for ref- n balloting, shows 318 were by ten major companies, with ining 93 going through 34 in- nt releasing channels.
-leased 53; Fox, 52; Columbia, ersal, 41; M-G-M, 32; Allied 31; Warners, 26; Paramount, na Vista, three.
can-International released 16; tors Corporation of America, nk Film Distributors, 11. ne other companies distribut- or a lesser number each.

et TV: Hartman

(Continued from page 1)

s that are as unlike each other ole."
Paramount board room here y, Hartman translated that ase as follows: Hollywood has aking pictures according to much too long; once it wakes ne notion that it cannot exist ssembly-line basis, which is g increasingly apparent with mber of pictures that just oing profitable business, and p it's mind to be creative, dif- nd mature, business should a stunning up-turn.

Cites Five Samples

amples of "pictures that are e each other as possible," cited "Sayonara," "Peyton "The Bridge on the River "Around the World in 80 and "The Ten Command- The only thing these films common, he said, is a good, duced story, adding that they g "great business."
ature, Hartman doesn't nec- mean an emphasis on sex, he out. His own "Desire Under s," which will open here in t the Odeon and Sutton Thea- l which he terms "something ," is based on one of Eugene most outspoken dramas, al- his forthcoming "The Match- is a Thornton Wilder comedy. in production is to "follow creatively on something that er been done before on the whether it be an original novel or a play.

'Legit' as Testing Ground

ne subject of plays, Hartman a much closer alliance between ay and Hollywood in the fu- ne legitimate stage is a good ground for picture-making nd also an excellent source of naterial, he feels. Furthermore, timate stage, in its cut-down uction and increased emphasis ity presentations, is just emer- om the same transition that pictures are just beginning to Hartman said.

Toll-TV Action

(Continued from page 1)

ting the commission to start processing toll-TV applications after March 1 and go ahead with the test.

Harris would not say whether he had changed his mind during the course of the testimony from his previously stated position that pay-TV was not "in the general public interest." He did say, however, that "no one wants to hobble any propects that would be in the public interest." The hearings had brought out the fact that pay-TV was "more of an economic problem than anything else," he said, and had raised "many other questions which the committee will want to develop over a period of time."

No Desire for Full Ban

Questioning by committee members during the hearing showed that most of them were concerned over opponents' arguments that viewers should not have to pay for broadcast programs and that pay-TV would black out free-TV. No member indicated, however, that he felt strongly enough to vote a ban against toll-TV.

During the seven days of hearings, the FCC defended its legal right to authorize the test of the medium and maintained that the limited test conditions would prevent toll-TV proponents from establishing the system as a permanent fixture. The major proponents of the system defended its advantages and witnesses representing the television networks, the theatres, labor organizations and other groups attacked pay-TV.

O'Neil Marking Time

Today's leading witness was Thomas O'Neil, president of RKO Teleradio Pictures, Inc. O'Neil told the committee that RKO's television stations intended to be applicants for the toll-TV test, but said later the company would wait to see what the committee did before applying to the FCC. He maintained that toll-TV should be authorized by air in order to block wired toll-TV, which is already "threatening to monopolize program sources for box-office entertainment." Any further delay, he said, "might cripple broadcast toll-TV's chances of winning programs from wire and would result in the eventual monopoly" of both free and fee-TV by a wired system.

Urges 'New Approach'

O'Neil declared that the box office for motion pictures "has slipped perceptibly in recent years" and that the industry "needs a new approach to the market." Subscription-TV "will give the motion picture industry access to the American public in a new, streamlined way," he said. He pointed to the popularity of the televised feature film, which was often the "lifeblood" of television station operation. Broadcast toll-TV could "assure a steady flow of films" to those who are willing to pay a fee to see them, he said, without the cost of prints, handling and distribution.

Speaking for the Hollywood AFL Film Council, Henry C. Wadsworth told the committee "the motion picture industry is a sick business today." He maintained that "subscription television offers the only chance of survival as a healthy industry." As it stands now, he said, "our stake in pay-TV is as great as it is in motion pictures."

ACLU Wants No Commercials

Two UHF station owners spoke in support of the medium, as did a spokesman for the American Civil Liberties Union, who asked for a ban on commercials on toll-TV. Because of lack of time, three additional UHF owners and other interested parties were asked to file their statements with the committee.

Appearing in opposition to toll-TV were Andrew Biemiller, for the AFL-CIO, and Harvey Rosenberg, for the American Citizens Television Committee. Biemiller asked the committee to recommend that the FCC not license any pay-TV system, because "the introduction of pay-TV would have serious repercussions on the employment of workers throughout the entertainment industry." The Federal Government had pledged, he said, "that television would be free."

Calls FCC 'Un-guardian-like'

Rosenberg said it wasn't "necessary to have pay-TV in order to improve free-TV." He charged that the FCC, "the trustee of the airwaves," had acted in an "un-guardian-like manner" when it called for the toll-TV test.

Television Today

NAB Video Unit Opposes Pay-TV, Subliminal Ads

Special to THE DAILY

PHOENIX, Ariz. — The television board of the National Association of Broadcasters, at a meeting here today, reaffirmed its opposition to pay-TV.

The board also cautioned stations against using subliminal advertising pending a thorough study by the television code review board. It said any requests to use subliminal should be referred to the review board.

Investigation of FCC By House Next Week

From THE DAILY Bureau

WASHINGTON, Jan. 23. — A House Commerce Subcommittee studying the activities of Federal regulatory agencies said it expected to get to the Federal Communications Commission next Wednesday.

The committee, which wants to see how the agencies are carrying out the laws they have to administer, will open hearings Monday with witnesses from the Civil Aeronautics Board. Actually, it may take longer to reach the FCC than just three days.

Screen Gems Creates Sixth Sales Division

In a further expansion of its syndication sales force, Screen Gems, Inc. has created a sixth division, the Southwest, and named A. Frank Parton as Southwest area manager, Bob Seidelman, syndication sales manager of the Columbia Pictures TV subsidiary, has announced.

The new division, covering Texas and Oklahoma, was previously part of Screen Gems' Southern division. Richard Campbell will be assistant to Parton.

Who's Where

The appointment of **Donald M. Christie** as manager of the equipment manufacturing division of Allen B. DuMont Laboratories, Inc., is announced by **Maj. Gen. Raymond C. Maude** (U.S.A.F.Ret.), vice-president.

□

Carroll Bagley has joined Screen Gems as a national sales executive, it was announced by **John H. Mitchell**, vice-president in charge of sales of the Columbia Pictures TV subsidiary. Bagley has resigned as vice-president in charge of sales for the U.S. Production Company, a producer of industrial and science films.

□

Edward Stanley, manager of NBC's public service programming, has been appointed director of public affairs by **Robert E. Kintner**, executive vice-president, television network programs and sales.

□

Torben Johnke, a member of the American Society of Cinematographers, has been named staff director of photography by Robert Lawrence Productions, producer of television commercials and programs here.

□

Joseph H. Cobb has resigned as assistant news editor of WCSH-AM-TV, Portland, Me., to become director of public relations for the Maine Central Railroad, effective February 1.

TV Scripters Invited

HOLLYWOOD, Jan. 23 — Writers Guild of America members, East and West, today were invited to submit entries in the second annual TV-Radio Script Awards competition. Awards this year will be divided into 12 categories, with winning scripts again to be published in book form by Random House.

BEST

10 BEST FILM LI

N. Y. TIME

N. Y. WORLD-TELEGRAM & SU

N. Y. JOURNAL-AMERICA

DAILY MIRRO

DAILY NEW

SATURDAY REVIE

TIME MAGAZIN

GRAND PRI

WEST BERLIN FILM FESTIVA

INTERNATIONAL CATHOLIC FILM OFFIC

BELGIAN UNION OF FILM CRITIC

LOCARNO FILM FESTIVA

BEST FILM OF THE YEA

NEW YORK FILM CRITIC

NATIONAL BOARD OF REVIE

FEDERATION OF WOMEN'S CLUB

N. Y. HERALD-TRIBUN

One of the most honored Motion Pictures of 1957

12 ANGRY MEN

MORE BEST

BEST SCREENPLAY — *Film Daily Po*

HENRY FONDA — ONE OF THE BEST ACTOR
— *N. Y. Film Criti*

SIDNEY LUMET — ONE OF THE YEAR'
OUTSTANDING DIRECTORS — *Film Daily Po*

RUNNER UP — BEST DIRECTO
— *N. Y. Film Criti*

CUE MAGAZINE BEST FILM LIS

EDISON FOUNDATION NATIONA
MASS MEDIA AWARD AS "THE FILM BES
SERVING THE NATIONAL INTEREST

HENRY FONDA in **"12 ANGRY MEN"** with Lee J. Cobb · Ed Begley and E. G. Marshall · Jack Warden · Martin Balsam · John Fiedler Jack Klugman · Edward Binns · Joseph Sweeney · George Voskovec · Robert Webber · Story and Screenplay by Reginald Rose · Directed by Sidney Lumet · Produced by Henry Fonda and Reginald Rose · Associate Producer George Justin · An Orion-Nova Production

THRU UA

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

33, NO. 18 NEW YORK, U.S.A., MONDAY, JANUARY 27, 1958 TEN CENTS

Exhibitors

lf-Help' Is eded Today, ys Myers

ess Building to Head l February Meetings

rom THE DAILY Bureau

HINGTON, Jan. 26.—"Every spects for a united business plan in time to help the the- is winter become dimmer," Abram F. Myers, board chair- d counsel of Allied States As- n, in a bulletin to members. bitors and the trade press realize this because in edi- olumns and among exhibitor

(*Continued on page 2*)

Catholics Attend Annual Breakfast

than 1,500 Catholics of the picture industry in the New a packed St. Patrick's Cathe- l the Grand Ballroom of the Astoria yesterday morning eighth annual industry Com-

(*Continued on page 6*)

Jack M. Warner of Warner Bros.

M. Warner was elected a vice- t of Warner Brothers Pictures, a meeting of the parent com- oard of directors here on Fri-

er, the son of Jack L. Warner,

(*Continued on page 4*)

elevision Today

Page 6

Exhibitors Promise Backing for Fox Sales Drive Honoring Harrison

Sales personnel in the 39 U.S. and Canadian branches of 20th Century-Fox have been promised exhibitor backing for a four-week drive—March 2-29—in observance of Alex Harrison's second anniversary as general sales manager.



Alex Harrison

The idea developed at the Miami Beach convention of Theatre Owners of America while business-building ideas were being discussed and was expanded in detail at recent sales meetings in company exchanges.

The exhibitor leaders had suggested that "some sort of an event be devised whereby exhibitors could, in a material way, express their appreciation of the company's determination to leave no stone unturned to aid them in increasing motion picture theatre patronage."

Territorial Alex Harrison testimo-

(*Continued on page 4*)

See TOA Approval This Week Of Business Plan Financing

Phone and mail reactions of directors of Theatre Owners of America to the amended plan for financing the industry's business-building program received to date indicate that it will be approved by the middle of the week.

Some members wanted a little time to consider the proposal for inclusion of the Academy Awards telecast costs in the overall budget to be supplied by exhibitors, but in each case they decided to go along and there has been no active opposition, said Ernest G. Stellings, president, over the phone from Charlotte at the weekend. Announcement of the results will be made as soon as the poll is complete.

Sack Credits Aid of Newspapers To Success of Boston Theatres

Special to THE DAILY

BOSTON, Jan. 26—With the acquisition of the new Capri Theatre, Benjamin Sack now operates more downtown first-run theatres here than any other chain. At a luncheon at the Boston Club recently, he attributed a substantial part of his success to the Boston newspapers.



Benjamin Sack

Said Sack, "I maintain there's not a theatre in this city that can exist without newspaper ads, feature articles, reviews, photos and other data concerning motion pictures. Furthermore, the advertising money expended in

(*Continued on page 4*)

SDG Goes to Republic For Sales-to-TV Data

From THE DAILY Bureau

HOLLYWOOD, Jan. 26. — The weekend found directors lined up alongside actors and writers in calling upon Republic Pictures to account for the releasing of post-1948 feature films to television without negotiating an agreement with talent guilds prior to the transaction. The Screen Directors Guild, proceeding separately and adopting a slightly different approach

(*Continued on page 6*)

'One-Sided Statements'

Warner Hits Speeches on 'Weakness'

Declares Critics Ignore Industry Strong Points

Publicity seekers are undermining the industry, according to Jack L. Warner, president of Warner Brothers, who is here for a series of policy meetings with Benjamin Kalmenson, executive vice-president.



Jack Warner

"These people who shout about every weakness, while keeping silent about all the strong points in our industry," Warner declared at the weekend, "are not represen-

(*Continued on page 4*)

USIA Prepares Packet On U. S. Film Industry

From THE DAILY Bureau

WASHINGTON, Jan. 26. — The U.S. Information Agency is distributing to its overseas centers a comprehensive analysis of U.S. motion picture history and of the industry today.

The packet, destined for use in

(*Continued on page 4*)

Skiatron and Telemeter Pleas Tabled in Frisco

Special to THE DAILY

SAN FRANCISCO, Jan. 26. — The finance committee of the City of San Francisco's board of supervisors on Friday informed both Skiatron and International Telemeter Corp. that

(*Continued on page 6*)

e color in every scene

Pathé

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

JAMES E. PERKINS, president of Paramount International, and HENRY GORDON, Paramount's Latin American division manager, returned to New York over the weekend from Havana.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, are in Chicago from New York.

•

A. E. BOLLENGIER, treasurer of the United Artists Theatre Circuit, is in Detroit from New York.

•

ALFRED KATZ, United Artists home office foreign department executive, will leave by plane today for Rio de Janeiro, first stop on a tour of South and Central America.

•

ANNIE DORFMAN, producer, returned to Paris on Friday from New York.

•

LOUIS A. NOVINS, president of International Telemeter Corp., will arrive in New York today from Hollywood.

•

DON HARTMAN, producer, is in New Haven today from New York.

Print Handling Is Rank Meeting Subject

The handling of motion picture prints and branch operations were discussed on Friday by Rank Film Distributors of America sales executives attending the company's annual sales conference at the Hotel Warwick here. Meetings continue through tomorrow.

Irving Sochin, general sales manager for RFDA, urged all regional and branch managers to keep closer watch on prints in order that theatres get film in the best possible condition. Billings, collections and the inspections of prints were also discussed by Sochin.

The RFDA sales executives also heard talks on branch operation by Kenneth N. Hargreaves, president; Leslie Roberts, treasurer; Calvin C. Leeder, supervisor of branch operations; Gordon Craddock, assistant to the general sales manager; Jules Staub, accounting, and Murray Putter, statistics.



M.P. DAILY picture

THEY SAID THEY'RE GLAD HE'S GOING (to Paramount), and they hate to see him go. They said goodbye and good luck, they gave him business advice, they kidded him and were sentimental about the two and one half years Martin Davis had shared with them as Allied Artists eastern promotional chief—and they gave him a photo of an office refrigerator, and promised they'd send the real thing when they raise the money. With him here are vice-presidents Maury Goldstein and Ed Morey, promotional head John Flinn, and executive vice-president George Burrows. Others in the AA gang at Shor's Friday lunch time were John Dervin, Jack Schachtel, Earl Revoir, Norton Ritchey, Lars McSorley, Jay Remer, Arthur Greenblatt, Nicky Goldhammer, Harry Goldstein, and William Schneider of Donahue and Coe. Davis on February 1 joins Jerry Pickman, Paramount advertising vice-president, as executive assistant.—F. S.

Set Probe of Complaints On Control of ASCAP

From THE DAILY Bureau

WASHINGTON, Jan. 26.—Rep. Roosevelt (D., Calif.), chairman of a House Small Business Subcommittee, said his group would investigate complaints that representatives of the large music publishing houses have gained control of the American Society of Composers, Authors and Publishers.

Roosevelt said small composers and publishers have complained that the large publishing houses are now using ASCAP to their own benefit. He added that the subcommittee felt that ASCAP was a valuable and necessary organization, and would hold hearings to obtain accurate and factual information about the situation. Hearings probably will start early in February.

N.Y. Film Trade Board Installs New Officers

The new officers of the New York Film Board of Trade were installed Friday at the organization's office here. The slate is as follows: Saal Gottlieb, Loew's-M-G-M, president; Joseph Sugar, United Artists, first vice-president; Joseph Rosen, U-I, second vice-president; Alex Arnswalder, 20th Century-Fox, treasurer; Ernest Sands, Warner Bros., secretary; and Nat Cohen, sergeant at arms.

The new officers celebrated the installation with their wives at the Empire Room of the Waldorf-Astoria Friday night.

Japanese Delegation Host at Lunch Here

The visiting Japanese delegation here to mark the second annual Japanese Film Week were hosts to the New York trade and lay press Friday at luncheon at the Miyako Restaurant. Shiro Kido, president of the Motion Picture Association of Japan and of the Shochiku Company, Tokyo, head of the delegation, thanked the press for its constructive criticism of Japanese films and said the success of the film week exhibition last year led to a second such exhibition this year.

Five of the leading actresses of Japan were introduced at the luncheon, several of them appearing in the films currently screened at Museum of Modern Art in connection with the Japanese visit. In addition, Kido was accompanied by several executives of the leading Japanese film companies. The delegation is scheduled to leave by plane Feb. 1, returning to Tokyo.

The Japanese delegation will be honored with a luncheon sponsored by the Motion Picture Association here today at the Harvard Club.

$15,000 to 'Arms' Here

An estimated opening day gross of $15,000 for "A Farewell to Arms" at the Roxy Theatre here Friday was reported by 20th Century-Fox, distributor, adding that this figure exceeds the first-day take of both "Peyton Place" and "An Island in the Sun."

For 'Self-Hel

(*Continued from page* 1)

organizations more and more is being put upon the need for help by theatre men."

The business-building eam will be one of the topics for d sion at the winter meeting o Allied States board of directo Louisville, Feb. 9-10. The Na Drive-In Convention will start 11 and run through the 13th Kentucky Hotel.

The board has taken no form tion on financing the business- ing plans submitted by the adve and publicity directors commit the Motion Picture Associatio though individual Allied leaders commended it.

Business-building will be the cipal theme of the Louisville se Myers states, "with special em on the need for self-help."

The bulletin continues:

"Allied is proud of the sp work being done by Allied and members in Baltimore, D Chicago, Cleveland, Pittsburgh elsewhere to promote theatre a ance. Those leaders will tell th sembled drive-in operators wha are doing to improve business i cities and how they are doing

"Those who enjoyed the bu building session at the nationa vention at Kiamesha Lake last ber are looking forward to a eo tion of it in Louisville."

New SAG Wage Sca Goes Into Effect Feb

From THE DAILY Bureau

HOLLYWOOD, Jan. 26. Screen Actors Guild has maile mal notification to all produc minding them that certain c in compensation negotiated in in the basic agreement contrac effect Feb. 1.

Increases in compensation become effective automatically date include day-player minimu up from $80 to $90; weekly mi for free lance and multiple- players up from $285 to $300.

On Jan. 30, minimum wag extra players, members of the Extras Guild, will be increase and-half per cent automaticall

Leonard Rites Toda

Requiem mass will be said t St. Rose of Lima Church, Br for Arthur J. Leonard, 57, eh countant of Paramount Pictur subsidiaries, who died Thurs his home in Brooklyn.

The deceased, who joined mount as an office boy in 1 survived by his wife, three da and a grand-daughter.

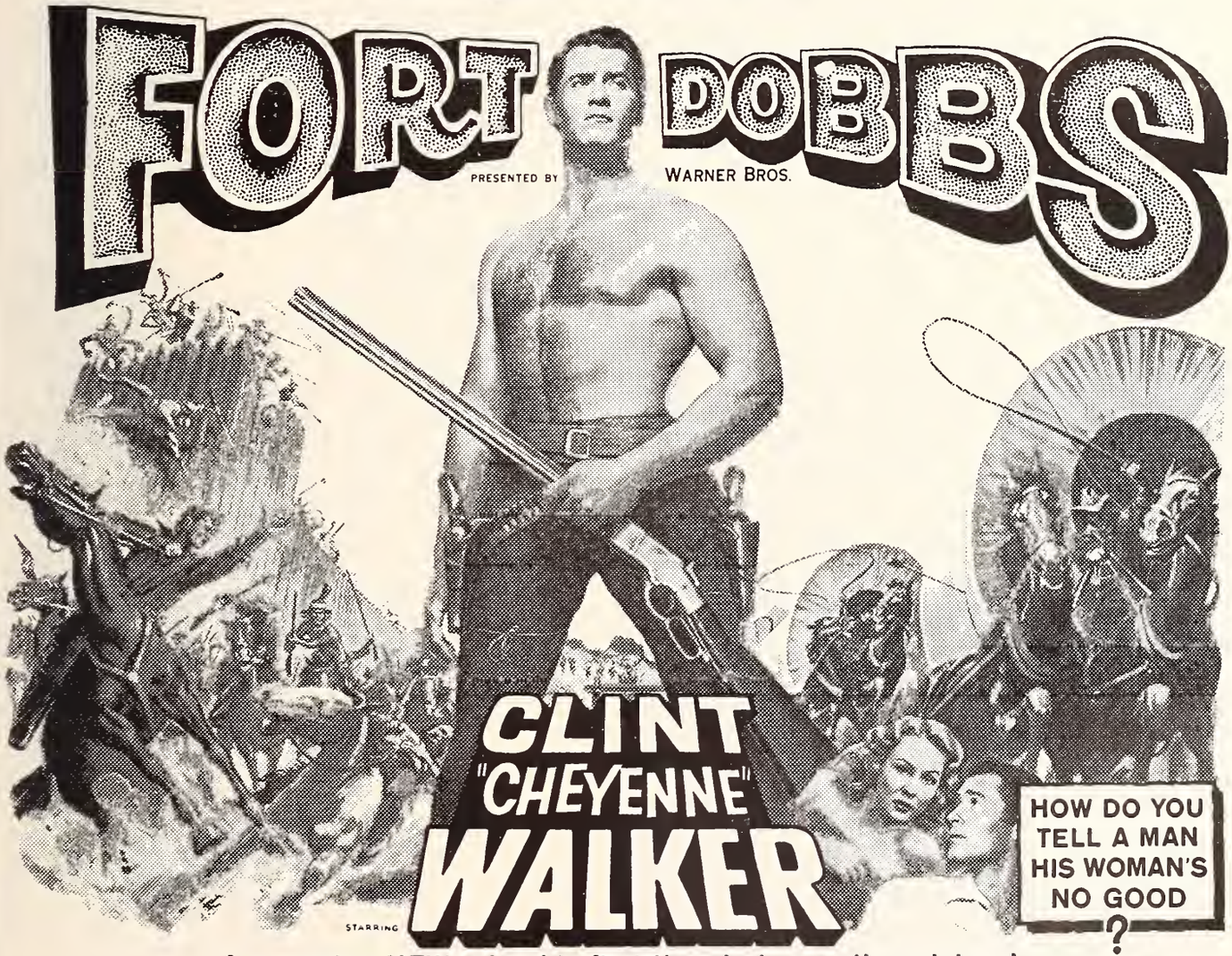
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor. Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 12 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almana Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

BIG STATE! TEXAS!
BIG PICTURE! FT. DOBBS!
BIG THEATRES! AZTEC, SAN ANTONIO; METROPOLITAN, HOUSTON; MAJESTIC, DALLAS; WORTH, FT. WORTH
BIG PREMIERES! CLINT WALKER, VIRGINIA MAYO IN PERSON! Special Events!

IT TOOK HIM FORTY BULLETS TO GET TO FORT DOBBS...
IT TOOK A THOUSAND MIRACLES
TO GET HIM OUT!

FORT DOBBS

PRESENTED BY WARNER BROS.



A sweeping NEW role—his first thundering motion picture!

ALSO STARRING
VIRGINIA MAYO · BRIAN KEITH · RICHARD EYER

Written by BURT KENNEDY and GEORGE W. GEORGE · Produced by MARTIN RACKIN · Directed by GORDON DOUGLAS MUSIC BY MAX STEINER

ONE OF THE PRESSBOOK ADS.

NOW! From Warner Bros.

Fox's Drive

(*Continued from page 1*)

nial captains are: Albany, Richard Yound; Atlanta, Marvin Doris and Harry Purdy; Boston, John Peckos and Sam Berg; Buffalo, Edward L. Jauch; Charlotte, James O. Mock and Jack Webb; Chicago, Arthur C. Patzlaff; Cincinnati, Bennett Goldstein and James B. Neff; Cleveland, Frank J. Hunt; Dallas, Morris Yowell and Margie D. Seely; Denver, Carl Larson; Des Moines, William J. Bell; Detroit, Albert J. Chanpagne.

All Areas Participating

Also, Houston, William T. Keith and James M. Burton, Jr.; Indianapolis, Allan G. Kucin and Roy E. Baker; Jacksonville, Grady C. Goodwin; Kansas City, Eric B. Greem; Los Angeles, Charles H. Newman and Edwin B. Michalove; Memphis, Leo R. Wintker and Dewey P. Hopper; Milwaukee, George Edgerton and Ray Schulz; Minneapolis, Ben Lander; New Haven, Salvatore Popolizio; New Orleans, Gerald S. Kennedy, Jr., and Anita Gibson.

Also, New York, Ben Abner and William A. Tavernise; Grady L. James and Ferne F. Marker; Omaha, Edna Nass, Philadelphia, Joseph Engel and Lillie Rosentoor; Pittsburgh, George Ball and Orlando J. (Slam) Boule; Portland (Ore.), Carl Handsaker; St. Louis, William E. Thomas; Salt Lake City, Carl F. Larsen; San Francisco, Joseph N. Cane; Seattle, James Brooks.

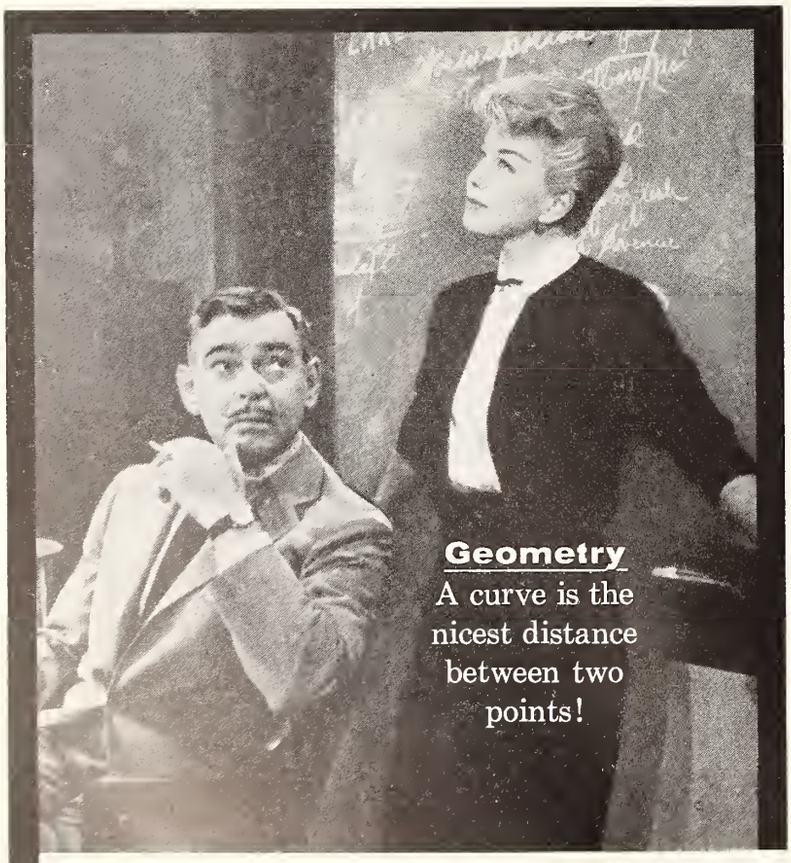
Also, Washington, Sara Young; Calgary, Cyril Davis; Montreal, Arthur Quintal; St. John, Thomas M. Corbett; Toronto, Cullen Hulse; Vancouver, James E. Patterson and Violet E. Hosford, and Winnipeg, Alvin Himelfarb and Edward Higgins.

Selznick Now Preparing 3 Films, Stage Musical

Producer David O. Selznick has in preparation three motion pictures and one Broadway musical with a total production cost of more than $20,000,000, the Selznick company reported at the weekend.

Selznick is currently preparing "Mary Magdalene" and "Tender Is the Night," both to be distributed by 20th Century-Fox. "Vanity Fair," the William Thackeray classic, will be the third of the productions to go before the cameras.

In addition to his film production, Selznick is working on a musical version of "Gone With the Wind" for Broadway presentation next fall. Added to a 1957 expenditure of more than $4,000,000 on his production of "A Farewell to Arms," the total budget for his productions, in slightly less than two years, will amount to more than $24,000,000, it was stated.



School's Out For **GABLE-DAY**

"TEACHER'S PET"

From Perlberg-Seaton and Paramount

Warner Hits

(*Continued from page 1*)

tative of the film business and are not entitled to speak for it. With one-sided statements, they are looking to steal for themselves the spotlight which is focussed on our industry, but their distortion of the rounded and complete picture merely damages their own best interests."

"Many changes are taking place in the motion picture industry, as in most industries. The motion picture public has developed higher values in entertainment and culture. We who create and supply the films for this public must keep pace with these advances; that is precisely what the responsible leaders of the industry are doing."

Sees Higher Quality Vital

"It is perfectly obvious that people everywhere want better entertainment," Warner continued. "That is evident from the fact that even free television programs are not viewed if they are of inferior quality. We must produce even higher quality motion pictures to attract greater audiences to the theatres and it is towards this goal that we are concentrating our efforts."

"In recent weeks," Warner said, "we have been supporting our belief in the film industry with a policy of continuing investments." He pointed out $1,500,000 used to purchase four properties.

The industry can look to the future with confidence, he insisted, because "the proof lies in the fact that important pictures are winning more public interest and doing better business than films have ever done before." He cited "Giant" and "Sayonara" as examples.

USIA Prepares

(*Continued from page 1*)

foreign newspapers and magazines and on radio and TV stations, contains 30 articles and 48 photographs, and is simply entitled "The American Film." The articles cover the history of motion pictures, types of films produced today, Hollywood today, and other subjects. Most of them are written by newspaper motion picture critics, reporters, historians and educators.

The lead article, however, is by Motion Picture Association president Eric Johnston. Entitled "The Motion Picture as a Stimulus to Culture," the article argues that films have enriched the lives of millions of individuals by bringing them stimulating entertainment at prices within their reach.

Elect Jack M. Warner

(*Continued from page 1*)

president, has been active in the television phases of Warner operations at the Burbank studios, where he was in charge of TV film production. More recently he has been in charge of the television commercial and industrial film department at the studios.

Full-page Color Ad Used For 'Arms' Chicago Star

Special to THE DAILY

CHICAGO, Jan. 26—One most spectacular pieces of thea vertising seen here in years was by the Oriental Theatre in th cago Tribune January 23, th before the opening of David O nick's "A Farewell to Arms." a full page layout in four yellow, red, green and black.

The ad is said to be the or of its kind to appear in any paper to date. Half of the p devoted to a mountain scen the picture.

Sack Credi

(*Continued from page 1*)

the Boston papers not only cov city but also the surrounding ke throughout New England."

Sack has just taken a lon lease on the Shubert-owned theatre, renamed it the Cap booked MGM's "All at Sea" a vitation to the Dance" as the attraction. "The history of th 960-seat house is interesting," said. "Since 1930 it has had ei ferent owners and eight definit Who knows, I may be the nin But I'm ready to gamble wit it's a challenge to me."

Although Sack's main interes scrap metal business, he beca cinated with motion pictures w took over a theatre in Fit Mass. in 1948 and reconditio Less than a year later, he a his first Boston theatre, the Hill, an art house.

Later he leased a second in Fitchburg. In April 1957 quired the Shubert-owned Theatre here, renamed it the remodeled it and started "Around the World in 80 D Todd-AO. This engagement wi a year's run on April 6 and will lowed by "South Pacific," Todd-AO. In September '57, took over the Plymouth The former legitimate house and co it into the Gary.

'Snowfire' to A.A.

HOLLYWOOD, Jan. 26 — Artists has announced acquis world distribution rights to "Sn independently produced by and Stuart McGowan, in Bry yon and in Eastman color. Tl concerns a band of wild hor an eight-year-old girl.

'Quiet' Take $1,54

The Joseph L. Mankiewicz tion of "The Quiet American" $1,544 in its opening day at t seat Playhouse Theatre, Was highest for the theatre since mas of 1956, it is reported by Artists.

What clicks at the box office?



JAMES GARNER, starring in DARBY'S RANGERS. A Warner Bros. Production.

NATIONAL PROJECTOR CARBONS
TRADE-MARK



"NATIONAL" CARBON ARC
brightest man-made light!

bring out exciting realism!

"National" carbon arcs match the sun's color balance. That means your audience can enjoy all the realism Hollywood puts on film. Deep colors come to life. Wide, wide screens show sharpness in every detail. For drive-ins, life-like images travel hundreds of feet. Indoors, picture brightness permits adequate house lighting.

These slower burning "National" Projector Carbons help cut operating costs: "Suprex" 7mm, 8mm, and 9mm carbons — 10mm, 11mm and 13.6mm High Intensity Carbons.

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SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • **IN CANADA:** Union Carbide Canada Limited, Toronto

Profitez Plus De la Vie

Special to THE DAILY

TORONTO, Jan. 26—Allied Theatrical Industries, Inc., is offering a $100 prize for the best French translation of Get More Out of Life . . . Go Out to a Movie.

Anything to oblige. The French consulate in New York offers this: *Profitez Plus de la Vie—Allez Au Cinema.*

Annual Breakfast

(*Continued from page* 1)

munion breakfast. Rev. Thurston Davis, S.J., editor of "America," made the principal address at the breakfast.

Cathy O'Donnell, screen and TV star, and Thomas Hayward, Metropolitan Opera singer, also were on the program. Monsignor Thomas F. Little, executive secretary of the Legion of Decency, and spiritual director of the committee of industry people which sponsors the breakfast every year, represented Francis Cardinal Spellman.

The nine o'clock Mass at the Cathedral was celebrated by Bishop Joseph Flannelly.

John J. O'Connor, Universal executive, was presented a scroll honoring him for his efforts in behalf of the breakfast committee.

Martin Quigley, Jr., was toastmaster.

SDG Requests

(*Continued from page* 1)

to the matter, decided at its board meeting Thursday night that the first step to be taken is to demand that Republic supply the guild with four items of basic information.

Items demanded from Republic are: first, titles of all post-1948 pictures turned over to NBC; second, names of directors who directed them; third, amounts paid directors at time of production; fourth, running time of each picture.

Running time, SDG pointed out, directly affects current employment on television, and indirectly affects all directors.

The SDG board also voted to invite the Screen Actors Guild and Writers Guild of America, West, to meet with SDG to determine, on the basis of precedents established in previous cases involving sale of post-1948 pictures by Republic, RKO and Warner Brothers to television, the entire rights of talent guilds, so that a united front may be presented individually and collectively.

Earlier this week SAG and WGA gave Republic a 60-day notice of contract violation and suspension.

WITNESS #68

"WITNESS FOR THE PROSECUTION is a first-rate tale of murder and suspense!" — LIFE

THRU UA

Television Today

IN OUR VIEW

THE SITUATION with respect to subscription television has been blowing hot and cold for a long time now, and currently comes once more front and center by reason of last week's hearings conducted by the House Committee on Interstate and Foreign Commerce, in Washington.

This is one occasion, incidentally, where erstwhile competitive rivals in the field of the purveyance of entertainment and information are for the nonce lined up beside one another. These divers interests are presenting a united front in opposition to toll TV, and last week emerged as vigorous and highly articulate champions of the free and untrammelled use of the medium.

•

The motion picture industry, chiefly that portion of it engaged in the exhibition of films; the television industry, with the major networks as the voice of that industry, and such diverse groups in the general or public area as the General Federation of Women's Clubs, the American Mothers Committee and the National Federation of Music Clubs are united in stern opposition to pay TV.

The basic fear expressed by the representatives of the varied industries and public groups is that pay TV, once given its head, will run wild, and the result will be the virtual end of free television as it is known today. The arguments stem from the basic conception that the air waves are free, and at all costs must be kept free for all the people, all the time. It is sound American doctrine, indigenous to the American way of life, and must be so considered by the authorities.

•

That the opposition to pay TV, with all that it might mean, is beginning to filter down through the nation and back up through various constituencies to the legislators in Washington is indicated by the opinions already beginning to be heard in the legislative cloakrooms in Washington. And already measures have been introduced calling for a Congressional ban on toll TV. In addition, there has been a well documented contention that the Federal Communications Commission has no authority under the legislation which brought it into being to permit subscription television on broadcast frequencies.

Such men as Frank Stanton, president of CBS, told the committee at last week's hearings that his organization, and others of like strength, would of necessity, for self-preservation, enter the pay TV field if the floodgates were opened, but that his company was violently opposed to Leonard Goldenson of AB-PT even a test run of toll TV belief that "once the epid started, it cannot be contro

With pay TV dominating vision, which all the exper inevitable once the way is the middle and lower incon will be the ones to suffer n basic spirit of the freedom munications media is threat those in opposition, and t made an almost impregn before the House committe lation may yet be forthc will be none too soon.

—*Charles S.*

San Francis

(*Continued from page* 1)

their applications for cable-TV chises have been tabled. This the applications will have to be all over again because the boa not hold hearings until propo this nature get the green ligh the all-powerful finance commi

Skiatron and Telemeter we bluntly that the committee fel not have "adequate informat which to make a decision and mendation to the full board" i of a long series of public hear

The committee noted, for ir that it does not know whet Pacific Telephone and Telegra will let either firm use its poles or conduits, or whether the fir have to set up their own cab works in the city.

Question of Financing to I

The committee also observ it didn't have enough info about the financial responsib the two companies.

The whole question of pay sion, once so closely linked issue of whether the Nev Giants would move to San Fr lost much of its urgency after move took place.

The finance committee's ruled out pay-TV here until t panies make a fresh approa committee declared itself r any time to "resume active co tion" if "additional pertinent i tion" is received.

Telemeter Plans Ch Showing Next Mon

Special to THE DAILY

CHICAGO, Jan. 24.—Inte Telemeter Corp. will stage a stration of the Telemeter sy pay-as-you-see television at t rad Hilton Hotel Feb. 10-15, ing to Louis A. Novins, pre

The show will be put o Normandie Lounge with equipment, as was done in N last fall.

SHIP VIA UNITED— THE WORLD'S LARGEST HIGH-SPEED CARGO LIFT

UNITED offers you the world's largest 365-m.p.h. cargo lift, because every DC-7 in the fleet carries 9000 pounds of air freight. Add to this the hefty capacity of United's DC-6A Cargoliners plus the extra cargo space on *every* passenger Mainliner® and you have the most flexible air freight service available. And when you ship United, you take advantage of such features as Reserved Air Freight (guaranteed space), direct airways to 80 cities, door-to-door service and fleet-wide radar dependability. Also, you enjoy the close co-operation that's a matter of pride with United, where extra care is basic policy.

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THE EPIC OF THE REAL AMERICAN COWBOY STARRING GLENN FORD · JACK LEMM
AND ANNA KASHFI · BRIAN DONLEVY WITH DICK YORK · VICTOR MANUEL MENDOZA · RICHARD JAECKEL · JAMES WESTERFIELD · PRODUCED BY JULIAN BLAUSTEIN
DIRECTED BY DELMER DAVES · SCREEN PLAY BY EDMUND H. NORTH · BASED UPON A BOOK BY FRANK HARRIS · A PHOENIX PRODUCTION · A COLUMBIA PICTURE
TECHNICOLOR®

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 19 NEW YORK, U.S.A., TUESDAY, JANUARY 28, 1958 TEN CENTS

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i-Toll-TV solution ntroduced

C Members Join in ring Pay-TV Move

m THE DAILY Bureau

INGTON, Jan. 27. – Six of embers of the Senate Com- ommittee today joined in g an anti-toll-TV resolution. esolution would declare it of the Senate that the Fed- mmunications Commission ot, without specific authority uthorize or permit any toll broadcasting.

solution was introduced by Thurmond (D., S.C.) on be- mself and Senators Smathers

ontinued on page 5)

tein Named UA Campaigns Head

Goldstein, veteran theatre notion executive, has been ordinator of New York cam- for Artists, nounc- day by Young- e-pres- n the reated ldstein under rvision r H. ational of ad- pub- d ex-



H. Goldstein

ppointment is effective im-

ontinued on page 5)

levision oday

Page 5

Exhibitors' Reactions to Movie Ticket Month Plan

First reactions to the Motion Picture Daily–Motion Picture Herald Movie Ticket Month Plan appear in this issue on page 2.

Says Tax Rates 'Stifle' U. S. Film Production

From THE DAILY Bureau

WASHINGTON, Jan. 27. – High Federal income tax rates have tended "to stifle and reduce overall production of motion pictures in this country," the House Ways and Means Committee was told today.

The testimony came from Ronald Reagan, speaking for the Motion Picture Industry Council and the Hollywood AFL Film Council. He declared

(*Continued on page 5*)

Papers and Public back Drop of Chicago Tax

Special to THE DAILY

CHICAGO, Jan. 27–Daily newspaper editorials upholding a resolution for dropping the city's three per cent amusement tax on theatre admissions are resulting in strong public reaction favoring elimination of the tax.

Mayor Richard Daley has requested the City Council to order an investi-

(*Continued on page 6*)

Features and Documentaries

Two-Year Film Pact For U.S. and Russia

Calls for Showing Pictures, Exchange Of Stars and Simultaneous Premieres

By J. A. OTTEN

WASHINGTON, Jan. 27–The United States and the Soviet Union have signed an agreement to exchange motion pictures, radio and television broadcasts and other cultural activities during 1958 and 1959, the State Department announced today.

The agreement covers such things as showing feature films and documentaries produced by each other, arranging for simultaneous premieres of motion picture films in the two countries, exchanging film stars, writers and technical personnel and holding a special film week in each country to honor motion pictures made by the other nation.

The agreement provides for the sale and purchase of motion pictures by the film industries of both countries on "mutually acceptable financial terms."

The motion picture provisions of

(*Continued on page 5*)

Says U.A. Heads Not Too Scared of Toll TV

Toll TV won't be a serious problem to film distributors until the wall size home television screen, "still only a laboratory gimmick," is on the market, Robert Benjamin, board chairman of United Artists, is quoted as saying in an article on the company in the February issue of Harper's Magazine.

The six-page article by Murray Teigh Bloom, titled "What Two Lawyers Are Doing to Hollywood," says Benjamin and Arthur Krim, U. A. president, have given much thought to the impact toll TV might have on them. Apart from his view on television wall sets, Benjamin also is quoted

(*Continued on page 6*)

'Times' Story on TOA's Report on Film Sales to TV Rouses Anger

Indignation in many executive quarters of the industry ran high yesterday in consequence of publication of a Page 1 story in the New York Times under the byline of Bosley Crowther, the paper's motion picture editor, of the Sindlinger & Co. report purportedly revealing the effects on theatre attendance of television showings of feature films last fall.

The Sindlinger report had been prepared for Theatre Owners of America. In commenting on it here Jan. 15, Ernest Stellings, TOA president, said it would not be made public because its findings were so depressing publicity on them would be injurious to the industry.

The report also was the subject of

(*Continued on page 6*)

'Drop' Halted, Future Bright, Says Rhoden

From THE DAILY Bureau

LOS ANGELES, Jan. 27 – Elmer C. Rhoden, president of National Theatres, commenting here on publication of the Sindlinger report turned over to Theatre Owners of America and the "New York Times" story by Bosley Crowther, stated:

"The big pictures released during

(*Continued on page 6*)

To Hire Ad Firm For Campaign in Cleveland

Special to THE DAILY

CLEVELAND, Jan. 27.–The local industry institutional advertising campaign, which won the support of leading theatre owners at a meeting held in December, made further progress at a second meeting held late last week in the offices of Louis Weitz, executive secretary of the Cleveland

(*Continued on page 5*)

Robert R. Young Was Film Group Mentor

Robert R. Young, board chairman of Allegheny Corp., which controls a far-flung railroad empire, including the New York Central, who was a suicide at his home in Palm Beach, Fla., last Saturday, was widely known in the motion picture industry, having acquired controlling interests in a

(*Continued on page 3*)

PERSONAL MENTION

AL FITTER, United Artists Western division manager, has returned to New York from Minneapolis and Kansas City.

•

BURT BALABAN, producer-director, has returned to New York from England.

•

WILLIAM HOLDEN has returned to New York from London via B.O.A.C.

•

MORRIS LEFKO, U.S. and Canadian sales manager for Paramount's "The Ten Commandments," and EDWARD G. CHUMLEY, home office executive, for the picture, have left New York, the former for the Coast, the latter for the South and Southwest.

•

DON HARTMAN, producer, has returned to New York from New Haven.

•

HOWARD G. MINSKY, Eastern sales manager for International Telemeter Corp., left here yesterday for Dallas.

•

NORMAN PANAMA, producer, has arrived in New York from Hollywood.

To Press for Expansion Of Minimum Wage Law

From THE DAILY Bureau

WASHINGTON, Jan. 27 — Senator Kennedy (D., Mass.) said he would press for Senate action on legislation to expand Federal minimum wage law coverage.

The chairman of a Senate Labor Subcommittee handling this legislation, Kennedy said he'd seek full committee action as soon as the committee acts on another bill to provide Federal controls on pension and welfare funds. The subcommittee has bucked to the full committee a bill that would extend coverage to some large theatres and theatre chains.

Chances are still slim, however, for minimum wage extension to become law this year.

Fox Sets Fashion Show

The newest creations of Oka, noted Japanese couturier, will be presented at a special fashion show and luncheon, to be held January 30 at the 20th Century-Fox screening room here. The affair, which is open to the public, will also include a preview of an important new motion picture. Proceeds from the show will be used to purchase a Steinway concert grand piano for the Convent of the Sacred Heart in Tokyo.

First Reactions from Exhibitors To The Movie Ticket Month Plan

Reactions have been received from several leading exhibitors to Quigley Publications' Movie Ticket Month Plan, offered as a scheme to stimulate business at the box office.

The plan, which was explained in detail in Motion Picture Daily on January 17 and in Motion Picture Herald on January 18, is to encourage attendance at theatres of the over-30 age groups popularly referred to as "the lost audience." The most important part of the plan is the advance sale, on the part of the participating theatre, of either a monthly family or individual admissions card, at discount prices determined by prevailing admission scales.

A discount card would admit the individual owner to each new program, with a maximum of four monthly. The family card would admit all members of a family, accompanied by at least one adult, once for each program change during the life of the ticket.

Following are some of the reactions to the plan:

"It is my belief that the subject contained in your recent issue regarding a plan to help increase attendance has considerable merit. In discussions of the Industry Building Program, I have contended at all times that to be effective it must provide for a local tie-up between theatre and public and the campaign itself.

"The proposal which you have outlined could and should supplement the general activity of this Business Building Program. We are studying it locally for a test run in some of our situations."—**Ernest G. Stellings,** president, Theatre Owners of America.

"I think the plan is a good one and particularly so since it would tie-in this year with our urging that attention be focused on theatres and movies as such. As you know, we are urging this in conjunction with orderly distribution, in an effort to revive interest in patrons at the time when we are assured that we will have something good in pictures going every month of the year and can thus keep the promise of quality we make to our patrons in our advertising and exploitation." — **Edward L. Hyman,** vice-president, American Broadcasting-Paramount Theatres.

"Certainly we need at this time something that will encourage some of our lost audience to return to the theatre, and we, down here in Beaumont, Texas, are in the mood to try anything that has any outside possibility of realizing that result."—**Samuel B. Landrum,** Jefferson Amusement Company.

"I read with a great deal of interest your plan to boost the box office. It is certainly deserving of careful consideration by exhibitors everywhere. I would like to suggest publication of a supplement which would contain some ideas on how to sell this plan to the public."—**Harry Mandel,** national director of advertising and publicity, RKO Theatres.

"I read with a great deal of interest the plan you suggest to help increase our theatre attendance. Surely it would seem to be worth trying where similar programs have not been used before. Many thanks for all your efforts in our behalf."—**Samuel Pinanski,** president, American Theatres Corporation.

"I read with great interest your plan 'to Boost the Box Office.' I have been reading a great deal about the proposed business building campaign, and I cannot for the life of me see where any benefit can come from this unless you tie it to something that will intrigue the fancy of the general public, and, particularly, those members of the public on whom we depend for the bulk of our patronage."—**Harry Arthur,** Arthur Enterprises West, Inc.

Isaac Rodgers Dies; Former Circuit Head

Special to THE DAILY

MIAMI, Fla., Jan. 27. — Isaac Walter Rodgers, retired operator of a chain of theatres in southern Illinois and southeastern Missouri, died January 21 in Miami at the age of 83.

Rodgers, widely known in show business, formerly operated 11 theatres in Illinois, Missouri and Northeast Arkansas. He started his career in the south in 1896, showing three-minute, hand cranked movies for five cents.

Second 'Ten' Showing For Deaf in Newark

Special to THE DAILY

NEWARK, N. J., Jan. 27 — Deaf persons will again "hear" the dialogue of "The Ten Commandments" at the Adams Theatre here Saturday afternoon, via sign language interpretations by Rev. C. Roland Gerhold, pastor of St. Matthew's Lutheran Church for the Deaf. Invitations to attend at discount prices have been extended to schools for the deaf throughout the metropolitan area of New York.

Order U. K. Exhibitor To Pay Levy Charges

By WILLIAM PAY

LONDON, Jan. 24 (By Air Mai The test case against small exhib Dennis Walls for withholding p ment of the statutory levy has sulted in him being ordered to his arrears but only at the rate of shillings ($1.4) a month, and with court costs.

Walls, a past-president of the C (Cinematograph Exhibitors Asso tion), and now a prominent membe the AIC (Association of Independ Cinemas) has lately campaigned non-payment of the levy by exh tors in financial difficulties. While claim that hundreds of exhibi were withholding payment is unc firmed by Customs and Excise it admitted that "similar court actio contemplated."

Many Unable to Pay

A Customs spokesman added "i common knowledge that a numbe proprietors have found themselves able to pay the levy but we, be charged with the responsibility its collection, are in the unfortu position of having no discretio powers whatever."

Says Walls: "The Board of Tr refused to write into the levy reg tions the AIC's proposals to exe exhibitors in financial difficulties we have made it quite clear where a man is involved in hard he should invoke the Law."

Walls intends to continue to w hold current payments of the on the grounds of continued hards

Walker Leaves Hospi

Frank C. Walker, chairman of board of Comerford Theatres, discharged from St. Luke's Hos here at the weekend following a p odical check-up.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARLON BRANDO
in SAYONARA
Co-Starring RED BUTTONS
RICARDO MONTALBAN • JAMES GARNER
In Technirama® and Technicolor®
A Warner Bros. Picture
and THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. C National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. E Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 for Single copies, 10c.

LETTERS

TO THE EDITOR

January 22, 1958

e January 17 issue of your pub-
on reported the highlights of the
A industry consumer survey
ucted by Opinion Research Cor-
ion. Under the caption "Newspa-
Ad Helpful," this statement was
about consumer reaction to
e advertising: "59 per cent men-
d newspaper ads as their *moti-
n.*"

e at Macfadden have a high re-
for MOTION PICTURE DAILY. We
that many of your readers make
fluence decisions on the use of
tising media. And, we feel that
possibly these people may be
o a wrong evaluation of media
result of your magazine's inter-
tion of this point in the report.
you will refer to page 8 of the
al report "The Public Appraises
es," you will note that the pro-
re was as follows: Respondents
handed a card listing a number
fferent media. They were then
the question "Have you noticed
of these kinds of advertising of
es during the last few weeks?"
ion Research was careful to point
that the figures on this page
d be interpreted with caution
number of reasons, one of which
that the recall of advertising must
dged in relation to the amount
dvertising that appears in each
um.

eel sure that neither Opinion Re-
h Corporation nor the Research
mittee of the MPAA suggests
as a result of the answers to
question, any conclusion can be
n that motion picture advertising
wspapers creates a greater *moti-*
force than does similar adver-
in other types of media.

don't mean to underplay the
of newspapers in promoting
n pictures at the local level.
ever, considerable research,
by such authorities as Lazars-
and Sindlinger, shows the im-
nce of *magazines* (particularly
zines reaching *young women*) as
a leading *motivating* force in
going and in creating the
d of word-of-mouth influence.

IRVING S. MANHEIMER
sident, Macfadden Publications

ra 'Witness' Showing

o special preview showings (in-
of one) of "Witness for the
cution" have been scheduled by
d Artists as a result of reaction
advertisement run in last week's
politan dailies under the head-
"Wanted! 1,080 Witnesses!" The
rmances will be held at 10 A.M.
hursday and Friday at the Astor
re here. The dual New York
iere of the picture will be held
6 at the Astor and the Plaza
es.

Elaborate Campaign Set On 'Bernadette' Reissue

An elaborate campaign is planned by 20th Century-Fox for the re-release of "The Song of Bernadette," scheduled for March, to coincide with the 100th anniversary of Lourdes.

Exploitation, advertising and publicity will be on an "A" film basis. Among the plans are a book tie-in with Pocket Books, paper-book publishers of "Bernadette," which will re-distribute it. Poster cards will be placed in bookstores. The Viking Press, original hard-book publishers, will bring out a special movie edition.

French Bureau to Participate

The advertising campaign contemplates widespread use of Catholic and other religious publications. The French Tourist Bureau also is cooperating.

N.Y. '57 Film Tax Total Equals '56: Harriman

Special to THE DAILY

ALBANY, Jan. 27 — Gov. Averell Harriman in his annual budget message to the legislature tonight reported that collections for the first nine months of the current fiscal year from the motion picture tax are "almost identical" with those of a comparable period last year. They "indicate a total revenue of $450 thousand in 1957-58."

Sees Same for Coming Year

Harriman added "the same revenue is anticipated for 1958-59."

The tax is levied on films exhibited in New York State and licensed by the education department at a rate of $3 per thousand feet for originals and $2 per thousand feet for copies.

The largest yield from this tax since 1949-50 was $462,000 in 1951-52.

New Licensing Officer Suggested by Harriman

Special to THE DAILY

ALBANY, Jan. 27 — Gov. Averell Harriman, in his annual budget submitted to the legislature, recommended the creation of an associate commissionership in the State Education Department to supervise its "extensive cultural services," and a group of "highly important special services."

The associate commissioner, to be paid $18,500 annually, would supervise, among other activities, motion picture review (licensing), educational television and other audio-visual aids to education.

'Elms' Here March 12

Paramount's "Desire Under the Elms," produced by Don Hartman, will have a double world premiere in New York on Wednesday, March 12. The Odeon Theatre on Broadway, and the Sutton Theatre on the east side will open the film simultaneously on that date.

Cites Role of Films In Aiding World Peace

The vital role of motion pictures in contributing to world peace via better understanding between nations was stressed yesterday by Shiro Kido, president of the Motion Picture Producers Association of Japan, in a luncheon address to the Motion Picture Export Association of America at the Harvard Club here.

Kido said that "our industry has already demonstrated to the world how it is possible to reconcile differences and solve problems by friendly negotiation. It is in this respect that I wish to pay my personal tribute, and that of our entire industry, to your inspirational and tireless Eric Johnston, and your diligent and able Ralph Hetzel, for their efforts to bring all of us into closer accord."

Kido also expressed his appreciation to Hetzel, who presided over the luncheon meeting in the absence of Johnston, of the manner in which the MPEA and its producer members had extended cooperation in the form of comments and suggestions about Japanese films which had enabled Tokyo's producers to tailor their product for wider American theatre acceptance.

Speaking for the MPEA, George Weltner, vice-president in charge of world-wide distribution for Paramount Pictures, welcomed the delegation.

Robert Young

(*Continued from page* 1)

number of film companies during the 1940s.

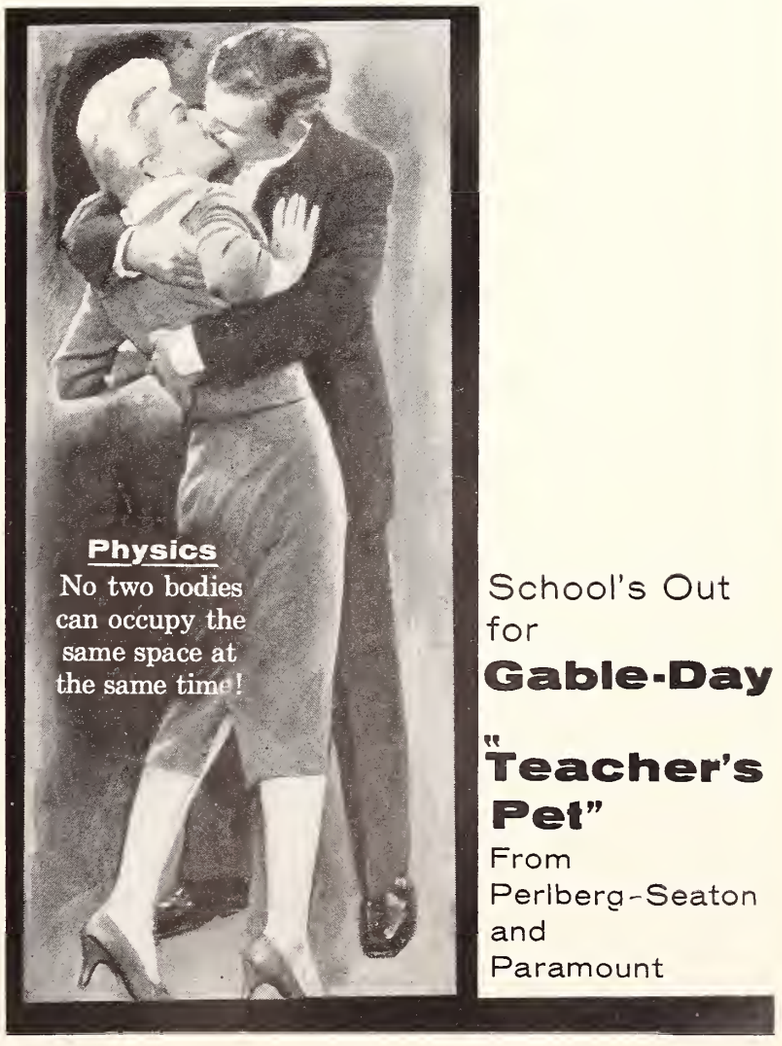
According to International Motion Picture Almanac for 1948-'49, Young was the largest stockholder in Pathe Industries, which controlled Eagle Lion Films, Pathe Laboratories, Producers Releasing Corp. and Pictorial Films.

Young's brother, Kenneth M., was chairman of the board of Eagle Lion, and Arthur Krim, now president of United Artists, was E-L president. Many of U.A.'s present top executives went from E-L into U.A.

For a time it appeared that Young was intent on carving out an important segment of the industry for his holding company, Chesapeake Industries, Inc. However, as his interest in expanding Allegheny Corp.'s railroad holdings increased, his interest in motion picture operations appeared to lessen. By 1950 Eagle Lion was on the way out. In late 1951, with the Krim-Benjamin management installed at U.A., Young sold E-L's backlog of about 150 features to Krim and partner Matthew Fox for $500,000.

The Young-controlled Chesapeake Industries still owns Pathe Industries, Pathe Laboratories and TV Center.

Services for Young have been set for noon today in St. Mary's Episcopal Church at Portsmouth, R. I.



MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
JANUARY	BLONDE BLACKMAILER Richard Arlen, Susan Shaw RAWHIDE BREED Rex Reason, Nancy Gates THE MAN FROM GOD'S COUNTRY (CS, color) George Montgomery, Randy Stuart	THE BRIDGE ON THE RIVER KWAI (CS, color) William Holden, Alec Guinness—161 min. (Rev. 11/20/57) RETURN TO WARBOW (color) Phil Carey, Catherine McLeod—66 min. (Rev. 1/2/58) THE WORLD WAS HIS JURY Edmund O'Brien, Mona Freeman — 82 min. (Rev. 1/13/58)	SEVEN HILLS OF ROME (Technirama, color) Mario Lanza —107 min. (Rev. 1/8/58) THE SAFECRACKER Ray Milland, Barry Jones—96 min. (Rev. 1/13/58)	SPANISH AFFAIR (color) Richard Kiley, Carmen Sevilla HIGH HELL John Derek, Elaine Stewart	SING, BOY, SING (CS) Tommy Sand Lilli Gentle — 90 min. (Rev. 1/13/58) DIAMOND SAFARI Kevin McCarthy, Betty McDonald THE ENEMY BELOW (CS, color) Robert Mitchum, Curt Jurgen — 98 min. (Rev. 11/25/57) ESCAPE FROM RED ROCK Brian Donlevy, J. C. Flippen—75 min. (Rev. 1/23/58)	THE QUIET AMERICAN Audie Murphy, Michael Redgrave — 120 min. (Rev. 1/22/58) GUN FEVER Mark Stevens, John Lupton —81 min. (Rev. 12/31/57) TIGER BY THE TAIL Larry Parks, Constance Smith	THE TARNISHED ANGELS (CS) Rock Hudson, Dorothy Malone—91 min. (Rev. 11/15/57) ALL MINE TO GIVE (RKO) (color) Glynis Johns, Cameron Mitchell —102 min. (Rev. 10/30/57) MAN IN THE SHADOW (CS) Jeff Chandler, Orson Welles—80 min. (Rev. 12/2/57) THIS IS RUSSIA (color) documentary—67 min. (Rev. 12/6/57)	THE DEEP SIX (color) Alan Ladd—110 min. (Rev. 12/30/57)	THE ASTOUNDING SHE-MONSTER (AIP) Robert Clarke, Kenneth Duncan THE SAGA OF THE VIKING WOMEN AND THEIR VOYAGE TO THE WATERS OF THE GREAT SEA SERPENT (AIP) Abbey Dalton, Susan Cabot THE MISSOURI TRAVELER (BV) color) Brandon DeWilde, Lee Marvin —103 min. (Rev. 1/7/58) ACROSS THE BRIDGE (Rank F. D. A.) Rod Steiger, Maria Landi—103 min. (Rev. 11/7/57) THE BOLSHOI BALLET (Rank F. O. A.) (color)—99 min. (Rev. 12/23/57) SCOTLAND YARD DRAGNET (Rep.) Roland Culver, Patricia Roc OUTCASTS OF THE CITY (Rep.) Osa Massen, Robert Hutton INTERNATIONAL COUNTERFEITERS (Rep.) Gordon Howard, Trina Garden
FEBRUARY	IN THE MONEY Huntz Hall, Stanley Clements THE BEAST OF BUDAPEST Gerald Milton, Greta Thyssen COLE YOUNGER, GUNFIGHTER (CS, color) Frank Lovejoy, Abby Dalton	BONJOUR TRISTESSE (CS, color) David Niven, Deborah Kerr — 94 min. (Rev. 1/15/58) CRASH LANDING Gary Merrill, Nancy Davis HOW TO MURDER A RICH UNCLE (CS) Charles Coburn, Wendy Hiller — 80 Min. (Rev. 11/7/57)	THE BROTHERS KARAMAZOV (color) Yul Brynner, Maria Schell UNDERWATER WARRIOR (CS) Dan Dailey, Claire Kelly	DESIRE UNDER THE ELMS (VV) Sophia Loren, Anthony Perkins WILD IS THE WIND (VV) Anna Magnani, Anthony Quinn — 110 min. (Rev. 12/11/57)	A FAREWELL TO ARMS (CS, color) Rock Hudson, Jennifer Jones — 159 min. (Rev. 12/19/57) THE GIFT OF LOVE (CS, color) Robert Stack, Lauren Bacall CATTLE EMPIRE (CS, color) Joel McCrea, Phillis Coates PLUNDER ROAD Gene Raymond, Wayne Morris BEAUTIFUL BUT DANGEROUS Gina Lollobrigida, Vittorio Gasman	WITNESS FOR THE PROSECUTION Tyrone Power, Marlene Dietrich — 114 min. (Rev. 11/27/57) FORT BOWIE Phil Carey, Jan Harrison LOST LAGOON Jeffrey Lynn, Peter Donat	THE GIRL MOST LIKELY (RKO) (color) Jane Powell, Keith Andes — 98 min. (Rev. 12/17/57) FLOOD TIDE (CS) George Nader, Cornell Borchers — 81 min. (Rev. 1/24/58) TOUCH OF EVIL Charlton Heston, Janet Leigh	DARBY'S RANGERS (color) James Garner, Etchika Choureau—121 min. (Rev. 1/17/58) FORT DOBBS Clint Walker, Virginia Mayo—91 min. (Rev. 1/24/58)	JET ATTACK (AIP) John Agar, Audrey Totter SUICIDE BATTALION (AIP) Michael Conners, John Ashley THE STORY OF VICKI (BV) Romy Schneider SMILES OF A SUMMER NIGHT (Rank F. D. A.) Ulla Jacobsson, Eva Dahlbeck JOY RIDE (Rep.) (N) Gene Evans, Scott Marlowe JUVENILE JUNGLE (Rep.) (N) Corey Allen, Rebecca Welles STRANGE CASE OF DR. MANNING (Rep.) Ron Randall, Greta Gynt
MARCH	QUANTRILL'S RAIDERS (CS, color) Steve Cochran, Gale Robbins THE BRIDE AND THE BEAST Charlotte Austin, Lance Fuller MACABRE Jim Tyler, Polly Baron	COWBOY (color) Glenn Ford, Jack Lemmon THE TRUE STORY OF LYNN STUART Betsy Palmer, Jack Lord FORBIDDEN ISLAND (color) Jon Hall BITTER VICTORY (CS) Richard Burton, Ruth Roman	SADDLE THE WIND (CS, color) Robert Taylor, Julie London THE HIGH COST OF LOVING (CS) Jose Ferrer, Jean Rowlands	COUNTRY BOY MUSIC Ferlin Husky, Rocky Graziano ST. LOUIS BLUES (VV) Nat 'King' Cole, Eartha Kitt	THE LONG HOT SUMMER (CS, color) Paul Newman, Joanne Woodward THE HELL BENT KID (CS, color) Don Murray, Diane Varsi COUNT FIVE AND DIE (CS) Jeffrey Hunter, Nigel Patrick AMBUSH AT CIMARRON PASS Scott Brady, Margia Dean	PATHS OF GLORY Kirk Douglas, Ralph Meeker — 86 min. (Rev. 11/18/57) RIDE OUT FOR REVENGE Rory Calhoun, Gloria Grahame—79 min. (Rev. 10/22/57) THE STEEL BAYONET Leo Genn, Kieron Moore	I MARRIED A WOMAN (RKO) George Gobel, Diana Dors THE LADY TAKES A FLYER (CS, color) Lana Turner, Jeff Chandler DAMN CITIZEN! Keith Andes, Margaret Hayes—88 min. (Rev. 1/13/58)	CHASE A CROOKED SHADOW Richard Todd, Anne Baxter LAFAYETTE ESCADRILLE Tab Hunter, Etchika Choureau	THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

oviet-U.S. Two-Year Pact

(*Continued from page* 1)

ew agreement were negotiated
rner Shelton, head of the inter-
al motion picture division of the
Information Agency.

Johnston, president of the Mo-
Picture Association of America,
or several years been endeavor-
o make arrangements for Holly-
feature films to be shown in the
Curtain countries. It is believed
that he will play an important
n coordinating provisions of the
agreement.

agreement outlined yesterday
that no later than Jan. 31,
portfilm will be in touch with
merican motion picture industry
gin negotiations for the purchase
ns to be shown in Russia this
It says that simultaneous pre-
s should be arranged in each
y, with leading personalities of
countries invited to attend. It
ets up exchange visits of leading
writers and technicians.

ddition, the agreement calls for
viet Film Week" to be held in
ountry and a "U.S. Film Week"
e place in the Soviet Union,
o be held this year.

two countries agreed also to
nge from 12 to 15 documen-
during 1958.

agreement on radio and tele-
vision broadcasting was "in principle only," the State Department said, and covered possible exchanges during 1958 and 1959.

The report recognized the desirability of organizing joint production of "artistic, popular science and documentary films," and the conducting of negotiations between Russian film organizations and U.S. film companies on this subject by May, 1958.

U.S. companies must be approved by the State Department, the report said, but the subject matter of the film will be mutually agreed on by the two parties.

Two Committees to Be Named

The report also designated a standing committee of four members, two from the Soviet Union and two from the United States to examine problems which might arise in connection with the motion picture exchange program.

It was understood, a spokesman said, that the State Department would not pass approval on any films sent to Russia, although the department "hoped some movies would not be shown." The department would, he said, act in an advisory capacity on film selection and would approve the people who were chosen to negotiate with the Russians.

dstein Named

(*Continued from page* 1)

tely. The first two films he is
ng are Joseph L. Mankiewicz'
Quiet American," opening at
ictoria Theatre on February 5,
he Arthur Hornblow production
'itness for the Prosecution," be-
g a dual engagement at the
and Plaza Theatres on Febru-

dstein entered the motion pic-
business in 1933 with Brandt
res of New York. Starting as an
he was made an assistant man-
wo years later and was named
ger of the Central Theatre on
way in 1937. He then managed
obe and in 1941 became execu-
sistant to Harry Brant, president
circuit. Later as general manager
randt's Broadway theatres, he
ised advertising, publicity and
tation for a number of Times
e showcases.

Hire Ad Firm

(*Continued from page* 1)

Picture Exhibitors Associa-
t that time it was agreed to en-
he services of a leading adver-
firm, one not connected with the
usiness, to lay out a campaign
bmit the estimated cost.
ibitors across the boards have
ted willingness to contribute to
ost which, it is said, will be
here between $15,000 and
0. The campaign to bring more
s into the theatres will have a
e date, and work up to that
hrough coordinated media.

Say Tax Rates Stifle

(*Continued from page* 1)

that high tax rates have dried up capital investment; deterred writers, actors and other talent from making more than a limited number of pictures a year; and forced production overseas.

To remedy the situation, Reagan supported a proposal by Representatives Sadlak (R., Conn.) and Herlong (D., Fla.) for a systematic reduction of individual and corporate income tax rates over the next five years. He also urged some system of income averaging for top-bracket taxpayers whose incomes fluctuate greatly from year to year.

Reagan Complimented

The smooth-talking actor got a friendly reception from the committee, now in the midst of general tax reform hearings. Rep. Mason (R., Ill.) told him "You've put across your story in great shape."

"High tax rates and limitations imposed by the capital gains structure tend to make futile the capital investment required in the production of a motion picture, particularly when such an investment involves a very great risk without a comparable payoff for success," Reagan asserted. An even greater deterrent to production in this country, he continued, is the reluctance of high income earners in the talent field to make more than one or two pictures a year. He said good writers and actors find themselves in such high brackets that they curtail their annual output, since they have little to show financially for any extra effort.

Television Today

House Unit to Meet Feb. 6 On Toll-TV Hearing Results

From THE DAILY Bureau

WASHINGTON, Jan. 27. — The House Commerce Committee today decided to meet in executive session on Feb. 6, to go over the toll-TV information brought out in its just-concluded hearing. Although Chairman Harris said at the close of the hearing that the committee would get down to the subject "immediately," committee staffers said the committee was tied up this week with three other hearings.

Looks Like Referendum For Pay-TV in L.A.

From THE DAILY Bureau

LOS ANGELES, Jan. 27. — The Los Angeles City Council's action in granting franchises to Skiatron and Fox West Coast-Telemeter to install and operate closed-circuit pay-television systems in this city appeared tonight to be heading toward submission to public at the June 3 election, which also submits the council's Brooklyn Dodgers deal to the voters for approval or rejection.

Assistant City Clerk Foster King today disclosed that 95,000 signatures on petitions demanding referendum action on ordinances implementing the pay-television franchises are running at the rate of 75 per cent valid thus far in checking. That rate would yield more than 71,000 valid signatures at the close of checking. Only 51,767 valid signatures are required to force city council to submit matter to voters, either at regular June 3 election or at a special election which could be called prior to that date.

Rogers Starting TV Show

HOLLYWOOD, Jan. 27—Roy Rogers and Dale Evans will commence filming a new television series on Apr. 15, following dissolution of his contract with NBC which held exclusive rights to his services until June 20, according Rogers' manager, Art Rush.

Roy Rogers-Frontiers, Inc., Rogers' parent company, retails full worldwide ownership in his half-hour western television films and 282 taped radio programs.

Roger Hirson Signed

HOLLYWOOD, Jan. 27—Preminger-Jaffe-Stuart agency's New York office has signed Roger Hirson as writer for "Circle-Armstrong Theatre." Hirson, who wrote "Trial by Slander," will do the hour-long "Divorce Story" for Circle-Armstrong.

Ant-Toll-TV

(*Continued from page* 1)

(D., Fla.), Lausche (D., O.), Potter (R., Mich.), Payne (R., Me.), and Butler (R., Md.). An aide of Senator Thurmond said negotiations were still under way for the support of two more Commerce Committee members, which would give the group a clear majority of the committee.

On the Senate floor, Senator Carlson (R., Kans.) asked that his name be joined to the resolution. However, he is not a member of the Commerce Committee, where action would first have to come.

The new bill would not ban toll TV directly. Even if the Commerce Committee or Senate itself approved the resolution, it would not be absolutely binding on the FCC, which could go ahead with toll TV tests. However, it's very unlikely the FCC would actually do that.

Courts Have Not Passed on Question

In introducing the resolution, Thurmond said there was doubt whether the FCC now has legal authority to okay toll TV. The commission says it has, he declared, but neither the courts nor Congress have passed on the issue.

Thurmond said Congress should not, through inaction, permit the FCC to go ahead with toll TV tests. Installing toll TV requires an initial investment of $45 to $100 per set, he said, adding that "it is easy to imagine the cries that would arise from investors in toll TV if such a system, once started, later was found not to be in the public interest."

Thurmond again asserted that toll TV would black out the best free television programs. Estimating 47,000,000 TV sets now in operation, he declared that "it behooves Congress to move to protect the public. The immediate need is to prevent the FCC from setting forth on a course of action from which there may be no turning back. In time, I believe, Congress must make the final determination."

NTA Offers Programs On Subscription Basis

A service plan that offers television stations programming on a subscription basis has been inaugurated by National Telefilm Associates' Famous Films division, Harold Goldman, NTA executive vice-president, has announced.

The new programming concept offers subscribing TV stations a constant flow of approximately 1,000 hours of film presentations ranging from feature films to short subject. Contracts specify no limitations on the number of playdates for the programs nor the times at which they are to be telecast.

Tennessee Town Drops 2% Admissions Tax

Special to THE DAILY

ETOWAH, Tenn., Jan. 27. — The two per cent gross admission tax on receipts assessed against the Martin Theatres here has been discontinued by vote of the board of mayor and commissioners of Etowah, retroactive to January 1.

For the past several years Martin Theatres has been paying more than $800 a year to the city of Etowah, but because of business conditions had requested that the tax assessment be dropped.

Papers and Public

(*Continued from page* 1)

gation into the plight of the city's theatres following several meetings held with members of the local motion picture industry. The tax was put into effect in 1948, when the city was hard up for funds and sources of revenue. Current reports state that the half-cent sales tax which the city now has raises twice as much in one month as the amusement tax raises in one year.

May Change Loss to Profit

The mayor's resolution, which was passed by the city council, indicates that the $800,000 now turned over annually to the city by motion picture theatres "could mean the difference between a profit and bankruptcy." The resolution refers to television as one of the principal reasons for the drop in theatre attendance.



ASK YOUR THEATRE
TO BRING HER BACK
In this Centennial Year of Lourdes
20th Century-Fox's
THE SONG OF BERNADETTE*
starring Miss Jennifer Jones
*Cannot be seen on TV!

This ad will reach the 76.8 million readers of LIFE, LOOK, SEVENTEEN, GOOD HOUSEKEEPING and 10 more top publications!

'Times' Story on TOA Study

(*Continued from page* 1)

discussion at a Hollywood meeting called by the Screen Producers Guild Jan. 16 and attended by exhibitor representatives, other Hollywood guild officials and Albert E. Sindlinger. Strict secrecy was clamped on that meeting by its sponsors and those who attended, with only the most general terms being used to describe the session to the press afterward.

Crowther's story noted that secrecy had been clamped on the report and explained that a copy of the Sindlinger document had been supplied him by a rather highly placed industry member who believed the findings should be publicized to awaken the industry to the dangers of its present position and to its future if post-1948 films are sold to TV.

Received Big 'Play'

The industry indignation centered on the prominence given the story in the "Times," as well as to the publication of what was essentially the private property of TOA, as commercial client of Sindlinger & Co.'s. The story not only was spotted on Page 1, but was continued on an inside page with a two-column head and graphs prepared to illustrate the loss of patronage attributed to film showings on TV.

Copies of the report had been presented to top distribution executives by Stellings ten days ago, with an invitation to communicate their reactions to TOA. Copies of the report also had been given to those attending the SPG meeting in Hollywood.

Its publication in the "Times" came simultaneously with a statement to the trade press by Jack L. Warner, president of Warner Bros., deploring "one-sided statements on industry weakness," by critics who ignore the industry's strong points.

Called 'One-Sided'

Executive reaction to the story emphasized this "one-sidedness" of the Sindlinger report itself which, they pointed out, ignores all other factors which contributed to attendance losses last fall, other than the appearance of better films on TV than in the past. Other factors equally responsible for the loss of patronage indicated, they said, was the Asian flu scare, prolonged periods of unseasonable weather in many parts of the country in November and December, and the bunching of release of top quality films which resulted in weak attractions in the theatres over most of the fall period.

Individual reactions to publication of the story were expressed in such terms as "atrocious," "unfriendly," "damaging," and "misleading."

Actually, the Sindlinger report reveals little not already widely discussed in the industry, particularly in the stepped up current agitation to discourage sales of more films to TV, particularly post-'48 films.

The Crowther story on the Sindlinger report said that the influx of free top quality films on television last fall had caused a drop of 7,000,000 persons in the average weekly attendance in the final quarter of 1957, causing a loss of some $50,000,000 to theatres.

The report predicted that if post-1948 films are released for TV use it would be a "death blow to theatres and to production."

The Sindlinger report stated that in the 12 months from October 1954 through September 1955 theatres, including drive-ins, had their best 12 months, on a consolidated basis, since 1948 because top film stars had stayed off television, only a few old films were shown in late television shows and the public recognized that theatres and local television stations were competitors.

17% Decline Reported

After the release of better old films and presentation of TV programs made by film companies, theatre business declined 17 per cent, according to the survey.

After October 1957, when films were released to TV in quantity, the viewing time devoted to old films on television rose from 86.5 million hours aweek pre-September to 426.2 million hours a week in December, according to the survey.

Stellings 'Disturbed' by Publication of Survey

Ernest G. Stellings was "surprised" and "disturbed" yesterday afternoon when informed by telephone in Charlotte, N. C., that the Sindlinger survey had been made public. He said he couldn't understand why this had been done.

When the report was received less than two weeks ago the principal officers agreed, he said, that it would be unwise to let it become public at this time while neogtiations were in progress to halt future sales of films, especially post-1948 films.

30 Copies Printed

About 30 copies were printed. Some were sent to the principal TOA officers and others to the heads of distributing companies, all with requests that the report be held confidential.

He knew in advance that it would be discussed at the meetings of talent guilds on the coast, he said.

Details as reported in the "New York Times" were correct, he said, after the highlights had been read to him over the phone, but he did not care to make any formal comment at this time.

Confirm Allen to Post

WASHINGTON, Jan. 27.—The Senate today confirmed the nomination of George V. Allen to head the U.S. Information Agency.

'Drop' Halt

(*Continued from page* 1

the recent holiday season ha sulted in marked improvem theatre attendance. These ne outstanding attractions have st the drop we experienced in t quarter of 1957. In fact, th weekend in Southern Californ attendance is comparable to t responding period of last

"We are especially hopeful i of the important films announ release by major studios duri balance of 1958."

Says U.A. Heads

(*Continued from page* 1

as saying, "At the very worst will still be the need for forei tribution, which accounts for 50 per cent of a film's gross

According to the story, Mat arranged the meeting of Kri Benjamin with the late Paul M chairman of U.A. at the time, eventually led to their takin the company at a time when threatened with bankruptcy. took a 10-day option to see i could raise working cash a first day borrowed $500,000 fro ros Skouras, head of 20th C Fox, with an agreement that film processing would be do DeLuxe Laboratories. Walter H ler, Chicago financier, put up $ 000 at 12 per cent, his norm "against weekly receipts taken the ninety U.A. film exchanges.

U.A. Personnel Strong Fact

The story observes that "M their confidence stemmed fro availability as partners of th their friends who were leadin cialists in their fields: Willi Heineman, domestic sales; Picker, foreign sales, and M Youngstein, to direct advertising licity, exploitation and handle with producers."

They bought the Eagle Lion backlog for $500,000 to kee sales force occupied until new uct could be lined up and soo grossing $200,000 per week company had been losing $1 weekly.

8,000 Shares at $1

They picked up 8,000 sha U. A. stock—50 per cent of th thorized issues—at $1 per shar had voting rights to the othe The partners worked for re salaries but had U.A. stock rig

With the public issue of U.A last year, the story relates, 3 shares went to Krim and Ben 77,000 shares each to the fo vice-presidents.

The story credits success in r deals with independent produ the exceptional autonomy it a them, and to the fact that, o no studios, producers not onl free of a share of overhead ch but also are free to make thei tures wherever they choose.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 20 NEW YORK, U.S.A., WEDNESDAY, JANUARY 29, 1958 TEN CENTS

Another to Come

ıti-Toll-TV lls In House ow Total Nine

nger, Burdick File st Pay-TV Measures

From THE DAILY Bureau

ASHINGTON, Jan. 28.—Rep. m L. Springer of Illinois, an inial Republican member of the Commerce Committee, has inced a bill to ban toll television. inger said his bill "would re the right of the American peoto the radio-television waveas."

. Burdick (R., N.D.) also inced a toll-TV ban bill, bringing

(*Continued on page 5*)

ld Films Acquires Post-'48 Films

ild Films Company, Inc. has acl full television rights to 141 wood feature films, virtually all ich are post-'48 releases, it was nced yesterday. Included in the ge are such films as "The Steel et," "Lost Continent," "I Shot James," "Project Moonbase" and e It To The Marines."

ile a number of the films have seen in some TV areas under

(*Continued on page 5*)

a. Backlog Sale May Near; Stock Active

orts that Paramount Pictures is to an agreement for sale of its 948 film library to television been renewed in recent days as mpany's stock recorded an ad of almost four points. In rather trading yesterday, the issue was

(*Continued on page 5*)

elevision Today

Page 4

'Nothing New' in Survey on Damage Done By Sales to TV, Says Engel

There was nothing new enough in the Sindlinger & Co. survey on damage done to the film industry by sales of films to television to surprise Samuel G. Engel, president of the Screen Producers Guild, he said here yesterday. The survey elaborated on a statement issued by Engel early in December in behalf of the guild after it had made its own survey, he declared.



S. G. Engel

"At that time," he said, "we pointed out that sales of films to television, whether they were 15 or 20 years old or new was suicidal, and we took a stand in flat opposition to any further sales."

In the statement issued by the guild Engel wrote: "The guild recognizes the inherent rights of all persons,

(*Continued on page 2*)

NTA Net At New Record

A record net income of $269,577 for the three-month period ending October 31, 1957, equal to 26 cents per share on the 1,020,350 shares of common stock outstanding, was reported by Ely A. Landau, chairman of the board and chief executive officer of National Telefilm Associates, Inc., at the third annual stockholders meeting held here yesterday at the Chanin Building.

In the same first quarter, exhibition

(*Continued on page 4*)

Rank Slates 15 for Release in 9 Months

Rank Film Distributors of America will release 15 pictures, including two specialized films, in the first nine months of 1958, it was announced yesterday by Irving Sochin, general sales manager, following the close of the company's five-day sales meeting

(*Continued on page 4*)

Hyman Touring Again On Releasing Plan

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, Inc., accompanied by Bernard Levy, his assistant, is on another tour in behalf of his orderly releasing plan.

Hyman will address exhibitors at Salt Lake City tomorrow. A delegation from Denver will attend. He will

(*Continued on page 6*)

New, Re-Engineered Version of Eidophor Being Readied by Fox

By WARREN G. HARRIS

Eidophor, 20th Century-Fox's large screen television system, will be considerably nearer the start of commercial operations with the introduction of a smaller and completely re-engineered version late in February, Earl Sponable, 20th-Fox technical director, said here yesterday.

The new version of Eidophor, developed by General Electric under a sub-contract with Fox, is limited to 15 x 20-foot picture size, but is said to have 10 times the screen brightness of the average theatre picture. The engineer model of the new system will cost about $50,000, although it is expected that orders of 100 or more will bring the cost down to about $15,000 for monochromatic units, and about $20,000 for color units.

Designed by GE primarily for military use, the new system can easily be adapted to theatre projection, Sponable said. In its experiments with the original Eidophor, Fox has been able to obtain a picture as large as 50 feet with good detail, Sponable said. Experiments using the CinemaScope lens in conjunction with Eido-

(*Continued on page 5*)

In Cultural Deal

Johnston Will Head U.S.S.R. Negotiations

To Call Distributors' Meet Here Next Week

By J. A. OTTEN

WASHINGTON, Jan. 28. — The State Department has asked Eric Johnston, president of the Motion Picture Association of America, to head up industry's negotiations with the Soviet Union for the sale and purchase of motion pictures under the terms of the cultural agreement signed yesterday by the United States and the U.S.S.R.



Eric Johnston

A spokesman for MPAA said that Johnston would certainly accept the

(*Continued on page 6*)

Disney to Sell Records: Trade Name 'Vista'

Buena Vista will start releasing records under the trade name of Vista next month. James A. Johnson, in charge of the Disney music and recording units, told of the company's plans at a gathering of field sales executives yesterday.

The first two releases will be long-

(*Continued on page 5*)

Republic Will Close Mexico City Offices

Special to THE DAILY

MEXICO CITY, Jan. 28.—Republic Pictures will discontinue direct distribution in Mexico with the closure Feb. 8 of offices it maintained here for some years, it has been reported. Orders for the suspension were said to have come from the home office. The local office has been managed by Eduardo Vidal.

PERSONAL MENTION

JOHN P. BYRNE, M-G-M general sales manager, is in Toronto from New York.

•

LEONARD PEARLMAN, United Artists manager in South Africa, has arrived in New York from Johannesburg.

•

SAM ZIMBALIST and WILLIAM WYLER, producers, will leave here today for London via B.O.A.C.

•

ROUBEN MAMOULIAN, now in New York from the Coast, is extending his stay here until next week.

•

JAMES ROBERTSON JUSTICE, British actor, has arrived in New York from London via B.O.A.C.

•

SAMUEL BRONSTON and JOHN FARROW, producer and director, respectively, have returned to Hollywood from New York.

Introduce 'Anne Frank'

HOLLYWOOD, Jan. 28 — Millie Perkins, 18-year-old model from Manhattan, was introduced to the press today at a special 20th Century-Fox luncheon in the studio as the girl selected from more than 10,000 applicants to play the title role in George Stevens' production of "The Diary of Anne Frank."

Stevens made the formal announcement of her selection to portray martyred teen-age heroine of World War II, and his intention to project her as a lovable, precocious fun-filled youngster with an innate facility for imagination, despite hardships endured under the Nazi regime.

'Pacific' Ticket Unit

Group requests for tickets for the Todd-AO presentation of the Rodgers and Hammerstein musical, "South Pacific," scheduled for a mid-March opening at the Criterion Theatre, have been so numerous that a special unit has been set up to handle them. The showings will be on a reserved seat, 11 performance-a-week basis.

RKO to Make 'Hustler'

RKO Teleradio Pictures will produce "The Hustler," story of the Air Force's new medium bomber, the B-58. Production will start March 10, with cooperation of the Department of Defense and the Air Force. Brad Simpson will produce.

M. L. Simons to Filmack Ad-Publicity Post

Special to THE DAILY

CHICAGO, Jan. 28.—M. L. (Mike) Simons, former sales promotion editor and customer relations manager for M-G-M, has been appointed advertising and publicity manager for Filmack Trailers, with headquarters here. Simons assumed his new post this week.

Simons resigned from M-G-M last month after having been with the company for 30 years. He is well known to exhibitors throughout the country, having been M-G-M's representative at national and regional exhibitor conventions for many years.

M-G-M Records Plans Disk-Film Campaign

A program of record and film coordination designed to promote mutually M-G-M films and M-G-M records has been instituted by Arnold Maxin, chief of the M-G-M Records division.

Maxin plans to release not only sound-track musicals but also to issue albums of background music from non-musical M-G-M films in order to give these pictures more exploitation impetus. Each album will be backed up with special promotion on the disk jockey, dealer and automatic music operator level.

Settle Queens Suit

A suit filed by Sogmose Realties, Inc., and Copark Theatres, Inc., which operated the Elmwood Theatre in Queens, against the eight majors and the Metropolitan Playhouse companies has been settled out-of-court, according to papers filed in Federal Court here this week. Copark, claiming $1,650,000 in damages, and Sogmose, claiming $1,080,000, had charged discrimination on the part of the plaintiffs in favor of theatres in the surrounding area.

Harold Postman Dies

Funeral services were held here Monday at Riverside Chapel for Harold Postman, 49, assistant to Alan Cummings in Loew's, Inc., sales branch operation. Postman died suddenly last Friday. He would have been with the company for 31 years next month.

Premiere Aiding Italy

A special benefit premiere showing of 20th Century-Fox's "Beautiful but Dangerous" will be held at the Mayfair Theatre here on the evening of Feb. 5, with a portion of the proceeds being turned over to the American Committee on Italian Immigration.

ANNOUNCEMENT

JAMES M. JERAULD, advisory editor of Quigley Publications, and former editor of Boxoffice, has been appointed director of the Managers Round Table department of Motion Picture Herald, succeeding Walter Brooks, resigned.

Mr. Jerauld, who is widely experienced in all branches of motion picture trade journalism, is practically experienced in theatre management, having served in a management supervisory capacity for a circuit of New England theatres. He brings to his new post an all-around knowledge of industry operations together with an especial fitness for a fresh and enterprising treatment of matters having to do with theatre promotion and exploitation.

Through competent journalistic presentation, backed by intimate and sympathetic understanding of the theatre manager's problems, the Round Table under Mr. Jerauld's direction offers bright promise of a better service to the eight thousand managers who are currently members of the Round Table.—*MARTIN QUIGLEY.*

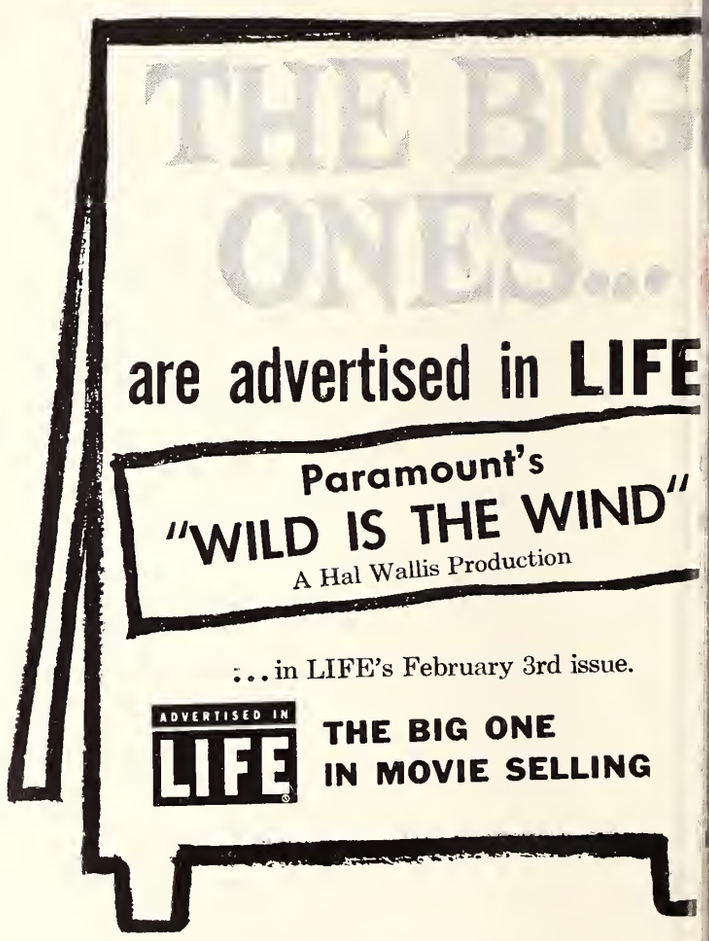
'Nothing Ne

(*Continued from page 1*)

who have been associated crea with these pictures, in particip in whatever proceeds they ma day earn on television screens, is of the firm opinion that it is best interests of all persons en in our industry that a concerted be made to bring a halt of thi cidal method of distribution, is nothing more or less than a buck' method of liquidation of able assets."

This stand agreed with one ed by the Theatre Owners of ica, which resulted in that org tion's decision to start the Sind survey. When the survey was sented to the talent guilds Ja 17 at a conference in Hollywo tended by several leading exh members of TOA, it fitted in wi tails of conclusions already dis by them.

The TOA wanted the survey secret on the ground that it wo damaging publicity for the ind but the Engel statement prev made public had used the word cidal" in describing the probab sults of any additional sales.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, New Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Presider J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandis published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almana Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $1 Single copies, 10c.



MAKES THE BIG SCREEN BIGGER!

Get acquainted with "UNDERWATER WARRIOR"! It's different, unique!

It packs the big CinemaScope screen with ticket-selling novelty, action, romance and unbelievably perilous and beautiful underwater scenes, filmed in authentic locations. It's dynamite!

Here are the daredevil exploits of the Underwater Demolition Team, up to now one of our country's carefully guarded secrets. The nerve-tingling story was inspired by the actual death-defying lives of U. D. T. heroes!

Dan Dailey delivers a superb performance and watch for a new eye-full, Claire Kelly.

Go overboard on "UNDERWATER WARRIOR"!

★

M-G-M presents "UNDERWATER WARRIOR" · In CinemaScope · Starring DAN DAILEY · With James Gregory · Ross Martin · Raymond Bailey · And Introducing Claire Kelly · Written by Gene Levitt · Filmed by Underwater Productions · Directed by Andrew Marton · Produced by Ivan Tors · An M-G-M Release

M·G·M BACK ON TOP IN '58!

Television Today

One Man's TViews

By Pinky Herman

SINCE the first of the year NBC has added a million dollars in gross sales for "Today" and "Tonight" programs, the orders coming from 12 advertisers. (Nothing like starting the day or YEAR off right.) . . . Art Baker has asked Ralph Edwards to relieve him of the emcee NBChores of "End of the Rainbow." Bob Barker of "Truth Or Consequences" takes over this Saturday. . . . Ona Ainsley the Chicago eyeful whose thrilling trilling at the St. Regis Maisonette has gained the attention of local screen scouts, is managed by Johnny Green, former music publisher. Ona's voice, style and delivery could easily beeome a TVogue. . . . The filming of unusual and distinctive Art Designs, ereated for National Theatres' fortheoming "Cinemiracle" by Philip Stapp, has been assigned to K & W Film Service, one of the finest film optieal produeers in the land. . . . Claudette Colbert and Kent Smith will co-star in "G. E. Theatre's" presentation of "The Last Town Car," CBSkedded for telecasting (2 segs) Feb. 16 and 23. . . . The Mary Kaye Trio have been set for guestints on the Perry NBComo show Feb. 8 and 15th, their initial appearance on a TV'er originating in Gotham. . . . The Sid ABCaesar-Imogene Coca debut Sunday was the comedy highlight of the new year and in our opinion the team should easily recapture the lofty niche they attained and retained year after year during the "Show of Shows" time.

☆ ☆ ☆

Have a few ABChuckles: Clint Walker (Cheyenne) reports the invention of a gadget that keeps the inside of a car quiet. It fits over her mouth. . . . Walter Brennan sez, "Grapefruit grows so big in Calif. it only takes 8 to make a dozen." . . . Johnny Carson thinks people should stop griping about auto traffic because "It practically eliminated horse-stealing." . . . One of ASCAP's most brilliant composers, Clarence Cameron White, will hear his latest composition, "Poeme," preamed by the American Symphony of N.Y., conducted by Enrico Leide Friday, Feb. 14 at the Hunter College Assembly Hall, held in conjunction with WNYC's American Music Festival. Among his many award-winning compositions is the internationally-famous "Nobody Knows The Trouble I've Seen," "Bandana Sketches" and "Levee Dance," featured by Fritz Kreisler and Jascha Heifetz, respectively.

Seven Pilot Films Are Scheduled by TCF-TV

TCF-TV Productions plans to make seven pilot films within the next two months, Irving Asher, executive in charge of the 20th Century-Fox subsidiary, said yesterday.

Four new series pilots on "Mother Is a Freshman," "Mr. Belvedere," "Cameo Kirby" and "Transatlantic" will be filmed at the TCF-TV studios early in February. Three additional untitled series pilots, the final formats of which are being worked out by Asher and Nat Perrin, will follow.

NTA Appointments

George Crandall has been appointed director of public relations for National Telefilm Associates, Oliver A. Unger, NTA president, announced yesterday. In his new post Crandall will assume responsibilities for overall public relations activities of NTA and its various subsidiaries and divisions. At the same time it was announced that Harry Algus has been named east coast director of press relations. Al Stern will serve in the same capacity in Hollywood, handling NTA's West Coast activities. Both will report to Crandall.

NTFC Outlines Plans to 'Keep 'em in the East'

Bob Gross, new president of the National Television Film Council, outlined to the board and newswriters yesterday at the Warwick Hotel here a campaign which the NTFC calls "Keep 'em in the East."

Facets of the campaign are suggestions by former NTFC president Dr. Alfred Goldsmith to city officials on methods of working with the motion picture industry; a film manual for television stations to standardize and improve film handling; a quality control program for laboratories, stations and producers; and "fact-finding," in which the council will do research in new production procedures, and present speakers with fresh information at the monthly luncheon meetings.

NTA Net Sets New Reco

(*Continued from page* 1)

contracts written totaled $4,310,604 compared with $3,040,783 in the corresponding period of last year. This 40 per cent increase reflected film rentals amounting to $3,519,942 in the quarter, compared with $1,798,-022 in the corresponding period of 1956.

NTA stockholders had several important actions to approve yesterday. The first was a proposal to amend the company's certificate of incorporation to extend the purposes and powers of the corporation to include specific reference to the ownership and operation of broadcasting facilities. This was approved by a vote of 903,322 to 6,505.

Will Increase Capital Stock

A proposal to further amend the certificate of incorporation to increase the authorized capital stock of the corporation from $200,000 divided into 2,000,000 shares of common stock of the par value of ten cents each to $300,000 divided into 3,000,-000 shares of common stock of par value of 10 cents each was then presented and approved by a vote of 881,829 against 29,398.

Following the appointment of Touche, Niven, Bailey and Smart as the company's independent public accountants, the election of seven directors was held. Elected were: Harold Goldman, NTA executive vice-president; William H. Hudson, independent petroleum producer; Burt er, executive vice-president, Fitzgerald & Co.; Ely A. L NTA chairman of the board; Rein, senior vice-president, Oliver A. Unger, NTA presider Robert Westheimer, general p Westheimer & Co.

Landau told stockholders t had every hope that NTA wo successful in enforcing the s Louis Chesler, Maxwell Goldh M. Mac Schwabel's controlling est in Associated Artists Prod Corp. to NTA. Referring to th pany's litigation against Unite ists and others for interfering breaking the deal, Landau sai NTA was "ready, willing and perform its obligations und original agreement."

Looks to the Future

As to the immediate future company, Landau commente "while we expect to maint steady growth, we do not ant a continuance of the phenomen centage increases that have our progress to date. But, we lieve that NTA can now ent a period of consolidation in its business activities as well financial base will be streng and solidified. We feel, too, th consolidation of our gains wil the company into one of th forces in the TV industry."

Rank Slates 15

(*Continued from page* 1)

at the Hotel Warwick. Seven of the films are in color.

The two "special" films are "The Bolshoi Ballet" and a re-release of Laurence Olivier's "Henry V," now in Superscope.

The schedule for the other films is as follows: January: "Across the Bridge." February: "The Secret Place" and "Smiles of a Summer Night." March: "Campbell's Kingdom."

April: "The One That Got Away." May: "Hell Drivers" and "Robbery Under Arms." June: "Dangerous Exile." July: "Night Ambush" and "Windom's Way." August: "The Gypsy and the Gentleman" and "Seven Thunders." September: "Violent Playground."

Plans for promoting the new product were explained to the sale conference by Geoffrey Martin, director of advertising, publicity and exploitation. The campaign will include selling through every medium, he pointed out, with particular emphasis on the local level.

'Citizen' in Pittsburgh

Universal - International's "Damn Citizen" opened at the Fulton Theatre, Pittsburgh, yesterday, and will bow at the Palms Theatre in Detroit tomorrow as the forerunner of two series of territorial (multiple) openings in New Orleans and Cleveland on Lincoln's Birthday.

Rank Establishes 1 Branch in Philadel

Rank Film Distributors of A will establish a new branch o cover the Philadelphia territo has appointed veteran sales ex David Kimelman as branch m it was announced yesterday ing Sochin, general sales mana RFDA. The Philadelphia bran be the 15th for RFDA in thi try.

Kimelman, who assumes h immediately, will report to manager Robert Folliard in ington, D. C. He formerly wa ciated with Paramount Pict branch manager in Pittsburgh, which he assumed in 1933 fo a tenure as a salesman for t company. He entered the film try 37 years ago.

Fox Sets U. K. Fil

LONDON, Jan. 28.—In ful of the promise made by Spyro ras, president of 20th Century produce a film paying trbute British Royal Navy, Robert G executive producer of Europe duction for 20th-Fox, tod nounced plans to make "Sink marck." C. S. Forester, cre Capt. Hornblower, is already on the script for the naval epi goes before the cameras ea summer.

EW:

sh Landing

bia

HOLLYWOOD, Jan. 28

Katzman's Clover Production story by Fred Freiberger con- g a crash landing opens with tart of the mechanical failure necessitates the landing and with the landing itself. In be- these points the picture lets udience in on the personal back- ds of the passengers, a by no unprecedented procedure, but permits their personal stories to the way of the basic and cli- event.

the contrary, the picture is as as a book of rules governing the que and behavior of plane gers unfortunate enough to ex- ce a forced ditching. Addition- perhaps mainly because of this emphasis on the story of the and the impending landing, the e manages to set up a consider- legree of suspense. Direction by te Fred F. Sears has a good to do with this.

principals whose names have value are Gary Merrill, play- e captain and pilot, Nancy Da- nacting his wife in short scenes nd aft of the flight, and Irene y, a passenger. A large number her capable but less commercial e round out the cast.

e flight in question is from Lis- to New York in a four-engine that develops motor trouble a minutes beyond the point of no n. The pilot gets in touch with nerican naval vessel in the area, its radio beam to a point where landing will enable sailors to promptly for rescue. It all out satisfactorily, for plane and gers, providing useful informa- or the audience the while.

ing time, 76 minutes. General fication. Release, in February.

WILLIAM R. WEAVER

bert Levitt Dead

bert D. Levitt, former executive Columbia's Screen Gems, and s California National Produc- was found dead in his country at East Hampton, L. I., on lay. He was 47 years old. erly married to Ethel Merman, al comedy star, Levitt also had Eastern advertising-publicity tor for David O. Selznick and with the Hearst publishing or- ation for many years.

rmit Md. Drive-In

LTIMORE, Jan. 28—After more 12 months' litigation, the way been cleared for construction of -in theatre in Belair Road, out- of Baltimore City. Baltimore ty Circuit Court Judge Stewart of Belair, Md., has granted the ssifieation of a 29-acre tract and ecial exception permit for the re.

House Anti-Toll-TV Bills at 9

(*Continued from page* 1)

to nine the number introduced in the House.

Springer and Rep. Mack (D., Ill.) also a member of the House Commerce Committee, have been deluged with mail and telegrams against toll-TV, following an appeal by a downstate Illinois station to its audience to contact their Congressmen. Mack is also readying an anti-toll-TV bill, it is understood.

The Federal Communications Act, Springer told the House, was based originally on the concept that the airwaves belonged to all the people, and the Communications Commission was created to guard those airwaves. While the FCC has on the whole acted well, he continued, "at present there is a threat that it may be acting outside the interest of the American people as a whole and in the interest of a selfish few." He said he was referring to the currently proposed toll TV tests.

"The large corporations which advocate subscription TV maintain their plan would improve television programming," Springer said. "I doubt this is true; but even if it is, who would benefit? I submit it would be the fortunate few who can afford the added cost and it would be at the expense of the many whose ownership of the airwaves has never before been disputed by act of Congress or court writ. It is time the American people once again took control over that which is theirs by right."

The Commerce Committee hopes to meet Thursday, Feb. 6, to map out its toll TV course.

Guild Films

(*Continued from page* 1)

the release of Lippert Productions, they are first-run in many sections of the country. Acquisition of the full-length features marks a new expansion in the operations of Guild Films, which formerly had concentrated on marketing half-hour programs and cartoon and comedy series. It rounds out Guild's television product inventory, which consists additionally of 22 program series, two cartoon packages and 1200 RKO film shorts.

Silent Regarding Cost

Guild Films officials withheld official statement of the cost of the films, but it was reported to be well into seven figures. The deal was negotiated with a large number of independent producers rather than with one major producing or distributing company.

Disney to Sell Discs

(*Continued from page* 1)

playing albums, one "An Evening With Mary Martin," the other, "Melodies For Midnight."

James Mason has been signed to record two albums—a collection of horror stories by Edgar Allen Poe, and a series of poems dealing with the sea. The Vista line, Johnson said, will complement the other Disney lines, Disneyland and Mickey Mouse Club Records.

Buys U. C. Theatre

ST. LOUIS, Mo., Jan. 28 — Tivoli Investment Corporation, headed by L. J. Siers, has purchased the Tivoli Theatre Building, 6345-70 Delmare, University City, for a reported consideration of $350,000. The four-story brick building, formerly owned by L. J. Siers, Inc., houses the Tivoli Theatre, leased to Fanchon and Marco, plus nine stores and 45 apartments.

'Affair' Set for Guild

Paramount's "Spanish Affair" will open at the Guild Theatre here on Wednesday, Feb. 5.

Paramount Backlog

(*Continued from page* 1)

up 1¼ to close at 36, near its high for the past year.

Trade reports are that NTA has entered the bidding for the Paramount backlog, in stiff competition with CBS-TV, which has been an active negotiator for some time. Paramount's asking price has been reported at $40,000,000.

New Eidophor

(*Continued from page* 1)

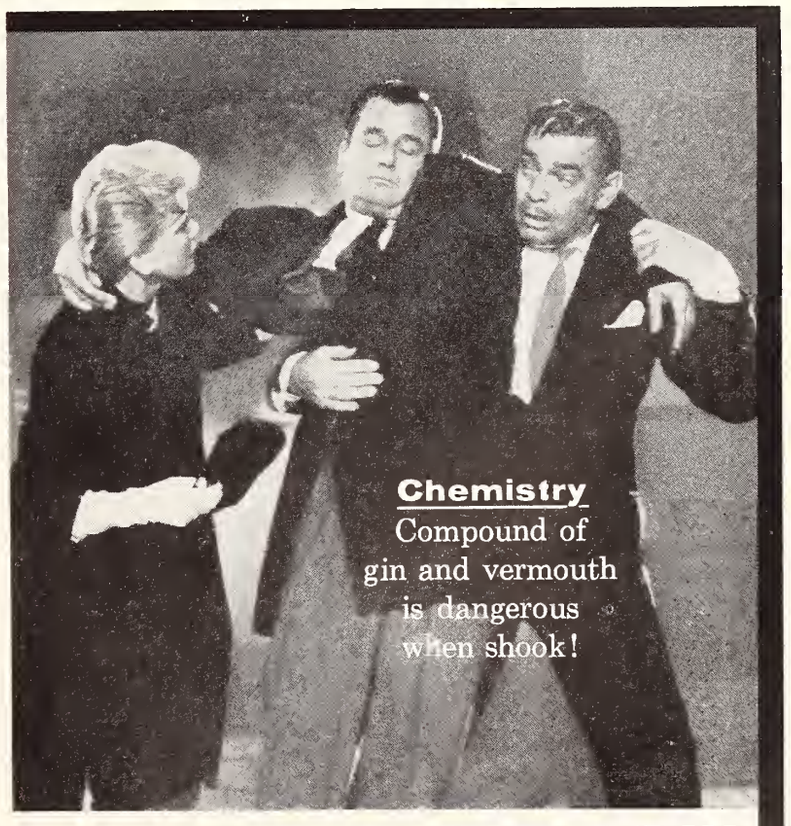
phor have not been conducted in sufficient number to prove their practicability, although Sponable did not seem too enthusiastic about results thus far.

Sponable said that the biggest obstacle to the start of Eidophor operations now is the distribution of programming. Now that the American Telephone and Telegraph Company has just about completed the major portion of its work in connection with publicly used coaxial cables, it is believed there will be considerable progress in the direction of increasing the number of closed-circuit operations throughout the nation.

Cites Showmanship Potential

Concerned as he is with the technical phase of Eidophor, Sponable could offer little advice on the system's commercial possibilities. "I do know, however," he said, "that that is where showmanship comes in, and exhibitors can create something out of it if they really want to."

Recent showings of the system to trade executives produced highly enthusiastic reactions, Sponable added, stating that the color projection, especially in regard to reproducing flesh tones, was equal, if not superior to the best color film photography.



School's Out For **GABLE-DAY**

"TEACHER'S PET"
From Perlberg-Seaton
and Paramount

PEOPLE

Serge Semenenko, a director of Warner Bros. and senior vice-president of the First National Bank of Boston, has donated funds for the purchase of the former George F. Baker mansion at Park Avenue and 93d Street for the Russian Orthodox Church Outside Russia, in memory of his parents, Iakov and Maria Semenenko.

□

A. H. Weiler, motion picture editor of "The New York Times," at the invitation of the Independent Motion Picture Distributors Association of America, will present the 1957 Joseph Burstyn Award to "Gervaise" at a cocktail reception tomorrow in The Cottage at Hampshire House. **M. M. Kebaili,** deputy consul general of France, will be the guest of honor.

□

Jake Eskin, Milwaukee circuit operator who now is selling the last of his theatre holdings and will move shortly to Arizona, was guest of honor recently at a testimonial dinner held in the Schroeder Hotel.

□

Eric Crawshaw has been named president of Local 439, IATSE, at New London, Conn.

□

George H. Maekenna, managing director of Basil's Lafayette Theatre, Buffalo, has been elected to membership in the U.S.O. National Council. He is chairman of the Buffalo U.S.O. organization.

□

Phil Harrington, formerly assistant to **Jack Sanson,** Stanley-Warner Strand, Hartford, resident manager, has been named house manager of the circuit's Capitol, Springfield, Mass.

□

George H. Wilkinson, Jr., president of the MPTO of Connecticut, and operator of the Wilkinson Theatre, Wallingford, has been named to the Wallingford Borough Board of Fire Commissioners.

□

Edward Whittle has been elected president of Motion Picture Machine Operators Local 186, Springfield, Mass.

□

Frank Vinson, assistant manager for the Wilby-Kincey circuit, Atlanta, and manager of the Roxy Theatre there, has moved to the Paramount as manager. He has been replaced at the Roxy by **Clyde Hawkins,** transferred from the Ritz Theatre, Birmingham.

□

Norm Levenson, M-G-M publicist in Jacksonville, has been shifted to Dallas, where he will represent the company in this capacity in that territory as well as Kansas City and St. Louis.

Johnston to Be Negotiator

(*Continued from page 1*)

offer and would call a meeting with distribution company heads early next week in New York to begin working out plans for negotiating with Sovexportfilm, the official Russian distribution agency.

"The idea will be to conduct regular commercial negotiations," the spokesman said. He explained that the industry would deal with the Soviet Union on the same basis as it deals with any other foreign country for the distribution of U.S. films and the purchase of a foreign country's products.

'Film Weeks' Planned

The agreement which the two countries signed yesterday calls for the exchange of motion pictures, radio and television broadcasts and other cultural material during 1958 and 1959. Under the terms of the agreement, the industry has been asked specifically to: arrange for the sale of Hollywood films to Russia and purchase Russian films for distribution here; arrange for simultaneous premieres of motion pictures in Russia and in this country with leading personalities of both film worlds in attendance; arrange in the second half of 1958 an interchange of delegations of leading motion picture personalities, writers and technicians, to be approved by each side, for the purpose of becoming acquainted with producing techniques in each country; arrange for holding in 1958 a Soviet film week in the U.S. and a U.S. film week in the Soviet Union, with delegations from each side participating in the two events.

Committee of Four Provided

In addition, an industry representative will probably be asked to serve on a four-man committee—two people from each country—with the agreement set up in order to handle any problems arising from carrying out the provisions agreed to.

The MPAA spokesman emphasized that the sale and purchase of films between the two countries would not be on a reciprocal basis but would be based on what the agreement calls "the principle of equality." This means that each country will be free to buy as many or as few pictures from the other party as it likes, he explained, without having the sale of pictures to one country dependent on the sale of pictures to the other country. He added that he expected the Russians would probably buy more pictures from the U.S. than this country would buy from the U.S.S.R., but that in any event those negotiating the purchase of films for each country would act as "independent businessmen."

When details are worked out each country will submit to the other a list of films which it wishes to sell, and the purchaser will select from that list those he wishes to buy. In both countries the pictures finally purchased will be distributed through regular theatrical channels, playing in commercial theatres at prevailing admission prices.

Price Terms Unchanged

Major and independent companies are expected to participate in selling their films, both negotiating through Johnston. The industry films will be sold on the same price terms generally as they are sold to any other country, but with one difference, the spokesman said. "The Russians have no currency shortage."

Although the section in the agreement dealing with joint production doesn't specifically mention theatrical films, the MPAA spokesman said that joint production of such films could probably be negotiated.

Hayes to Script 'Tiger'

HOLLYWOOD, Jan. 28. — John Michael Hayes, who wrote the screenplay for "Peyton Place," will script Charles Schnee's second independent production for Columbia release, "Tiger Among Us."

'Dunkirk' Bow Set

LONDON, Jan. 27—Queen Elizabeth II and Prince Phillip have agreed to attend the benefit premiere of MGM-Ealing's "Dunkirk" at the Empire Theatre here March 20th.

HymanTour

(*Continued from page 1*)

talk at a similar meeting I
which will be attended by ex
from Northern California,
and Washington.

On Feb. 11 he is scheduled
before a gathering at Los
sponsored by Harry C. Arthur
rill Corwin, Pat Notario an
Ricketson. He will speak b
combined meeting of theatre
zations in Kansas City March
will be a joint gathering of th
sas-Missouri Theatre Associa
TOA affiliate, and Allied
Owners. There will be a
March 13 in the Minnesota are

While in Los Angeles, Hym
view forthcoming product fro
studios.

FWC Plans Paramo
Seattle, As First Ru

Special to THE DAILY

SEATTLE, Jan. 28 — Fo
Coast Theatres will reopen th
mount Theatre, an Evergreen
as a first run. Cinerama, wh
operated the theatre for the p
and one-half has moved its
ment to Vancouver, B.C., for
of "Seven Wonders of the W

Seats removed for Cinera
be replaced before the mid
February, returning the capa
1,400.



"WITNESS FOR THE PROSECUTION muscles in on the Oscar race! Slick murder mystery ...with an unexpected twist at the finish that really astounds. A real thriller that keeps you guessing right up to the last second!"

— HARRISON CARROLL, L. A. Herald & Express



All News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 21 NEW YORK, U.S.A., THURSDAY, JANUARY 30, 1958 TEN CENTS

High Praise

ied Lauds gel, Skouras Bulletin

s Head Will Speak nvention Banquet

Special to THE DAILY

HINGTON, D. C., Jan. 29.— tates Association, which tra- has had few kind words to it any distribution executives, ut two of them for extrava- ise in a bulletin issued here ne of them is Joseph R. Vo- sident of Loew's, Inc., who k at the closing banquet of national drive-in convention ville on Feb. 13. The other s Skouras, president of 20th Fox, who will supply new f a special showmanship (Continued on page 3)

Pact Set With Film Carriers

v three-year contract, effec- orrow has been agreed upon Deliveries, Inc., which rep- all 14 carriers in the New a, with Local 817, IBTCW AFL-CIO, Film Drivers and Unit.

ew agreement calls for a five- (Continued on page 2)

Plea: Parody Not rovince of Courts

rom THE DAILY Bureau

HINGTON, Jan. 29—A paro- n original piece of writing is t copyright infringement un- sent law, and any change sought from Congress and (Continued on page 6)

elevision Today

Page 6

363 Exhibitors Named Area Heads For 30th Annual Brotherhood Week

A total of 363 exhibitors associated with the ownership or operation of 9174 motion picture theatres in the U. S. will launch the industry's 30th anniversary Brotherhood Week (set for Feb. 16-22) at meetings of exhibition and distribution area chairmen and their committees in 33 exchange cities early next week. This was announced here yesterday by the national chairman Alex Harrison, 20th Century-Fox general sales manager.

Preliminary reports from field chairmen promise a substantially wider theatre collection-participation at key-city first-run theatres and in small towns, than was the case last year, Harrison said.

An innovation in the field organ- (Continued on page 3)

Clark Ramsey Named MGM Studio Ad Head

From THE DAILY Bureau

HOLLYWOOD, Jan. 29. — The appointment of Clark Ramsey to the newly created post of M-G-M studio advertising manager was announced today by Howard Strickling, director of advertising, publicity and exploitation of Loew's, Inc.



Clark Ramsey

Ramsey has resigned as executive assistant to David A. Lipton, vice-president in charge of advertising, publicity and promotion at Universal International.

Ramsey, who first joined U-I in 1940, served as the company's adver- (Continued on page 2)

NT Quarter Net Down; Rhoden Hopeful for '58

From THE DAILY Bureau

LOS ANGELES, Jan. 29. — Elmer C. Rhoden, president of National Theatres, today informed stockholders that the net income for 13 weeks ended Dec. 24 was lower than for (Continued on page 3)

Columbia in Deal with Imperial Record Co.

Harry Cohn, president of Columbia Pictures, and Lou Chudd, president and principal owner of Imperial Records, Inc., yesterday announced here jointly an arrangement under which Columbia would acquire Imperial and subsidiary companies for $5,000,000 and integrate them into its operations.

Chudd will head the new music (Continued on page 2)

Grosses up 15 Per Cent For Minnesota Circuit

Special to THE DAILY

MINNEAPOLIS, Jan. 29.—Theatre grosses for the 33 houses in the Minnesota Amusement (AB-PT) Circuit in Minnesota, Wisconsin and the Dakotas for the first four weeks of 1958 (Continued on page 3)

Charlotte Exhibitors Report Weekend Business 'Possibly Best Ever in History of Theatres'

Special to THE DAILY

CHARLOTTE, N. C., Jan. 29—Operators of the six first-run theatres here reported grosses for the weekend were "possibly the best for any weekend in our history."

Hundreds of persons braved a hard rain to wait in line to see "Peyton Place" at the Carolina and "Old Yeller" at the Manor. Huge crowds were also lined up for "Rodan" at the Imperial.

Business was also said to be exceptional at the Visulite where "Silent World" is playing; at the Plaza which has "Seven Hills of Rome" and the Center which is showing "Time Limit."

Thurmond Resolution

Anti-Pay-TV Resolution Is Sidetracked

Senate Action Must Come From Subcommittee First

From THE DAILY Bureau

WASHINGTON, Jan. 29.—Senate Commerce Committee Chairman Magnuson (D., Wash.) temporarily sidetracked to a subcommittee an attempt by Sen. Thurmond (D., S. C.) to get action on his anti-toll-TV resolution.

At an executive session of the committee today, Thurmond brought up his recent resolution, joined in by five other committee members, to put the Senate on record against any Federal Communications Commission action on toll-TV without specific authorization from Congress.

According to reports from commit- (Continued on page 6)

Await Moscow OK for Date of Film Parley

By J. A. OTTEN

WASHINGTON, Jan. 29 — U. S. and Soviet officials met today to discuss when negotiations would start for the sale and purchase of commercial films by the two countries, but (Continued on page 3)

TOA Will Announce Today Results of Financing Poll

Results of the polling of Theatre Owners of America directors on the amended plan for financing the industry's business building program will be released here today, TOA president Ernest G. Stellings said yesterday in a phone interview from his Charlotte, N. C., office.

The polling, according to Stellings, was to be completed last night. He declined to comment on results so far, saying he hadn't had time to make a tabulation. Previously he had indicated there was no aetive opposition to the plan.

PERSONAL MENTION

CHARLES BOASBERG, Warner Brothers general sales manager, and JULES LAPIDUS, assistant general sales manager, have left New York for Chicago, Cincinnati and Indianapolis.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Salt Lake City from New York.

•

EMERY AUSTIN, M-G-M manager of exploitation, is in Chicago from here.

•

BURTUS BISHOP, M-G-M assistant national sales manager, is in Detroit from New York.

•

ANATOLE LITVAK, producer, will arrive in New York from the Coast on Monday, enroute to Europe.

•

KENNETH MACKENNA, M-G-M story head, is in New York from Hollywood.

Owen to Hold Eastern Paramount Sales Meets

Hugh Owen, vice-president of Paramount Film Distributing Corp., will hold a series of Eastern seaboard sales meetings in the next 10 days. The first is scheduled for Jacksonville tomorrow and Monday with branch manager Fred Mathis and the local sales staff.

Owen will be in Atlanta next Tuesday and Wednesday for conferences that will include W. Gordon Bradley, Southeastern division manager. On Thursday, Feb. 6, he will be in Philadelphia for a meeting with John G. Moode, Mid-Eastern division manager and division sales executives, and the following day he will meet with Edmund C. DeBerry, Eastern division manager, and his staff, in Boston.

Ramsey Appointed

(*Continued from page* 1)

tising manager from 1941 to 1946, and for the next five years handled U-I and many other companies' film advertising as vice-president of the Monroe Greenthal Advertising Agency.

As MGM studio advertising manager, Ramsey will be directly responsible to Strickling in coordinating the company's newly announced plans for originating advertising from the West Coast studio, the announcement stated.

Reprints of Box Office Aid Plan Available

Reprints of the Monthly Ticket Plan to boost boxoffice business are now available. For extra copies of the plan, which was printed in Motion Picture Daily Jan. 17, and Motion Picture Herald Jan. 18, address requests to: Motion Picture Daily, 1270 Sixth Ave., New York 20, N. Y.

New Carrier Pact

(*Continued from page* 1)

day work week in place of the current six-day week, but without elimination of service on any one day. The union had asked for no Sunday work. Those already on a 6-day pay scale will continue to receive it for the five-day schedule. Those now on a five-day scale will be upgraded to the six-day rate. The adjustments will mean wage increases up to $19 in some cases.

In the third year of the agreement all employes will receive a $3 weekly increase. Those with 10 or more years service will receive three-week vacations annually. Whereas heretofore holiday pay per diem was divided by six, hereafter it will be divided by five, constituting another area of wage increases.

Ira Meinhardt, industry attorney, who is general counsel for Film Deliveries, represented the carriers in the negotiations, and William F. Gallagher, business agent for Local 817, acted for the union. The union's pension demands were rejected on the grounds the carriers could not digest them at this late date.

Miles Goldrick Dies; Held Westrex P.R. Post

From THE DAILY Bureau

HOLLYWOOD, Jan. 29.—Miles A. Goldrick, public relations administrator of Westrex Corporation's Hollywood division, died here yesterday at the age of 54 after a short illness. His wife, a son and a daughter survive.

Goldrick has been with Westrex and its subsidiaries for over 30 years. In 1952, he became a vice-president and general manager of Westrex's Japan office, from which he supervised the company's Asian operations. He was transferred to Hollywood in April 1956.



Hartman, O'Donnell on Dallas Speaking Panel

Special to THE DAILY

DALLAS, Jan. 29.—Don Hartman, producer, will be heard as a panelist speaking from the vantage point of production on a special Interstate Circuit program to be presented at a dinner meeting for the executives' secretaries at the Dallas Club on Feb. 18. Susie Coleman, secretary to the Interstate general manager R. J. O'Donnell, is president of the organization of local business women.

Newspaperman a Speaker

Other panelists will be Bill Williams, Dallas exchange manager for 20th Century-Fox; O'Donnell; and Virgil Miers, amusement editor of the Dallas Times-Herald. John Rosenfield, Dallas Morning News amusement editor and critic, will moderate the panel.

Columbia D

(*Continued from page* 1

recording and publishing which will serve as the b Columbia's expansion in the fi a view to becoming a leadin in the recording and publishi ness, it was stated.

Imperial, a leading inde label, is reported to have thre disks currently among the sellers and an album among five in that field. The compa founded in 1945 by Chudd. been responsible for the pr of many recording stars.

'Gift' to Paramoun

"The Gift of Love," 20th C Fox film, will have its Ne premiere on Feb. 11 at th mount Theatre here.

MORTGAGE FORECLOSURE SALE
IN ACCORDANCE WITH ORDER OF U.S. DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

Re: PATHE PICTURES, INC., Bankrup
DAVID STRAUSS & CO., INC., Auct'

SELL TUESDAY, FEB. 4, 1958, AT 10:30 A.M.
AT 33 WEST 60th STREET, NEW YORK CITY

ENTIRE ASSETS & PROPERTY INCLUDING NEWS REEL LIBRA
OF THE INTERNATIONALLY KNOWN PATHE PICTURES, INC

FILM LIBRARY

COMPLETE PATHE NEWS FILM LIBRARY APPROX. 20,000,000 FI
FROM YEAR 1910 TO 1957 WITH COMPLETE INDEX

APPROX. 80,000 PRINTS (TELESCRIPTIONS) 16 MM MUSICAL SOU
FILMS OF FAMOUS ARTISTS. OVER 1100 DIFFERENT SUBJECTS.
RUNNING TIME UP TO 4 MINUTES EACH

MOTION PICTURE & PHOTOGRAPHIC EQP

2 MITCHELL 35 MM CAMERAS, 1 MITCHELL 16 MM CAMERA, MOVIOL SYNCHRONIZERS, SOUND READERS, BELL & HOWELL SPLICERS, VIEWE REWIND TABLES WITH REWINDS, BELL & HOWELL TITLE CAMERA & STAN WALL CAMERAS, AKELY GYRO HEAD TRIPODS, MITCHELL FRICTION HE TRIPOD, BELL & HOWELL 35 MM EYEMO CAMERAS, E.A.C. 35 MM CAMER PANCAKE AKELY CAMERAS, 35 MM PROJECTION EQUIPMENT, BELL & HOW 16 MM SOUND PROJECTORS, BELL & HOWELL WALL & MITCHELL MAGAZIN B & M ARRO, & MOLE RICHARDSON MOTION PICTURE LIGHTING EQUIPME REFLECTORS, BULBS, CABLE, TUBES, ELECTRONIC TESTING EQUIPMENT MIKE BOOMS, 16 & 35 MM REELS & CANS, LARGE QUANTITY OF LENS VARIOUS SIZES & MAKES, HARDWARE SUPPLIES & RAW STOCK. DRILL PRE COMPRESSOR, VISES, ELECTRIC GRINDER, ETC.

PRINTING MACHINERY & EQUIPMENT

Chandler Printing Press, Standard Oe Lux Duplicator, Model #81, Thomas Coll: G.B.C. Punch & Binder, Metal Type Cabinets, Type Metal, Frames, etc.

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rride Mayor Veto Para. Oil Drilling

rom THE DAILY Bureau
ANGELES, Jan. 29. — The
eles City Council today voted
ne to override Mayor Norris
s recent veto of an ordinance
p a 38-acre oil district which
ermit drilling wells and tap-
ounds under the Paramount
nd adjacent properties.
ssion to drill for oil beneath
nt, RKO and Columbia stu-
has been a matter of inter-
controversy for a decade or

uarter Net

(Continued from page 1)
quarter last year due to a de-
n attendance, adding that im-
pictures released at the holi-
on returned the year's grosses
previous year's level.
report said the consolidated
me for the quarter, including
om real estate transactions,
d to $63,401, or two cents
e on the outstanding common
These figures compare with
3, or 21 cents per share, for
ne period a year ago. Real
ales accounted for six cents
re in the 1957 period, com-
ith five cents in the previous
quarter.

issions Total $11,961,910

income from admissions and
ources was $11,961,910 for
rter, against $14,848,105 for
e quarter the preceding year.
en said factors contributing
lownward trend in attendance
e "Asiatic flu" epidemic, acute
of outstanding attractions,
ater impact from television as
of the availability of major
ilms for broadcasting . . . it
l that, with better attractions
ilable, current quarter will be
able to that of a year ago.

ses Up 15%

(Continued from page 1)
ning about 15 per cent ahead
ar ago, according to Charles
ll, MACO president.
hell made the MACO figures
he said, in answer to gloomy
ons about the future of mo-
ture exhibition. The 1958 fig-
even more encouraging, Win-
lded, in view of the Circuit's
ce a year ago when gross re-
an well ahead of 1956 until
8 when Daylight Saving went
ect and caused a big slump in
attendance which continued
rea until late autumn.
on for the big upturn was the
of top quality films made
e since the opening of the
ar, Winchell pointed out. Sec-
n and outstate houses, waiting
urn at the "big" ones and
to play lesser product or re-
still reported business was
however.

363 Exhibitors Brotherhood Area Heads

(Continued from page 1)
izational aspect of Brotherhood Week participation by the industry is being introduced this year. For the first time, the area distribution committee chairmanships have been entrusted to the distributor whose head serves as national chairman. Thus, this year 20th-Fox branch managers will act as distribution chairmen of committees comprised of their local counterparts, representing other distributing companies. They will co-operate in the territorial campaigns with the area exhibition chairmen. The area exhibition chairmen named follow:

Albany: Elias (Sonny) Schlenger, Fabian Theatres; **Atlanta:** Robert Moscow of Rialto Theatres; **Boston:** Charles Kurtzman, Loew's New England Theatres; **Buffalo:** George MacKenna and Gerald Westergren of Basil Theatres; **Charlotte:** Robert E. Bryant, Pic Theatre; **Chicago:** Allied Theatres of Illinois; **Cincinnati:** J. M. McDonald, Theatre Owners Corporation; **Cleveland:** Sam Schultz, Selected Theatres.

Dallas and **Houston:** Robert O'Donnell, Interstate Theatres Circuit; **Denver:** Robert W. Selig, Fox-Intermountain Amusement Corporation; **Des Moines:** W. R. Praught, Tri-States Theatres Corporation; **Detroit:** Robert Bothwell, managing director, Fox Theatre; **Indianapolis:** Robert V. Jones, Affiliated Circuit; **Jacksonville:** Horace Denning, President of Theatre Owners Association of Florida; **Kansas City:** Dick O'Rear, Commonwealth Amusement Corporation.

Los Angeles: Sherrill Corwin, National Theatres; **Memphis:** M. S. McCord, United Theatres Corporation; **Milwaukee:** Ben Marcus, Marcus Theatres Management Company; **Minneapolis:** Ted Mann, World Theatre; **New Haven:** Harry Shaw, Loew's Poli Theatres; **New Orleans:** Henry G. Plitt, Paramount Gulf Theatres; **New York:** Harold Rinzler, Randforce Theatres; **Oklahoma City:** Paul Townsend, Stanley-Warner Theatres; **Omaha:** Jack Gelfand, R. D. Goldberg Theatres Corporation.

Philadelphia: Martin B. Ellis, Ellis Theatres; **Pittsburgh:** Moe Silver, Stanley-Warner; **St. Louis:** Thomas James, Comet Theatre; **San Francisco:** Joseph Blumenfeld, Blumenfeld Theatres; **Seattle:** Dwight L. Spracher; **Washington, D.C.:** Julian Brylawski; **Maryland:** Leon B. Back, Rialto Theatre; **Baltimore** and **Virginia:** Sam Bendheim, Neighborhood Theatres Group; **Portland (Ore.):** Al Forman; and **Salt Lake City:** John Krier.

The 20th Century-Fox branch managers serving as area distribution chairmen are: **Albany:** Clayton P. Pantages; **Atlanta:** Daniel M. Coursey; **Boston:** Weldon Waters; **Buffalo:** Charles B. Kosco; **Charlotte:** John E. Holston; **Chicago:** Tom R. Gilliam; **Cincinnati:** Robert C. McNabb; **Cleveland:** Ray Schmertz; **Dallas:** William B. Williams; **Denver:** Richard Fulham; **Des Moines:** David S. Gold; **Detroit:** Joseph J. Lee; **Houston:** Henry F. Harrell; **Indianapolis:** Howard Kinser.

Jacksonville: Tom P. Tidwell; **Kansas City:** Joseph R. Neger; **Los Angeles:** Morris Sudmin; **Memphis:** Tom W. Young; **Milwaukee:** Jack H. Lorentz; **Minneapolis:** Jack Cohan; **New Haven:** Shep Bloom; **New Orleans:** William A. Briant; **New York:** Alex Arnswalder; **Oklahoma City:** Marion W. Osborne; **Omaha:** Herman Hallberg; **Philadelphia:** Sam E. Diamond; **Pittsburgh:** Nat Rosen; **Portland, Ore.:** Charles F. Powers; **St. Louis:** William C. Gehring, Jr.; **Salt Lake City:** Ken O. Lloyd; **San Francisco:** Jack M. Erickson; **Seattle:** Chilt Robinette; and **Washington:** Ira McSichelman.

Await Moscow OK

(Continued from page 1)
the result of the meeting was just more uncertainty. Turner Shelton, chief of the motion picture division of the United States Information Agency, said he and Andrei M. Ledovski, Soviet Embassy counsellor, had agreed on a tentative date for opening negotiations, but that he could not disclose the date. Ledovski said he would first have to clear the date with Moscow.

Shelton said he had hoped also to set the place of the meeting here or in New York, but that Ledovski said that, too, would have to be confirmed in Moscow.

Government officials are working out preliminary details on when the negotiations will start. Motion Picture Association president Eric Johnston will do the actual negotiating for the U.S. with Sovexportfilm officials doing the trading for Russia. Johnston today accepted a State Department bid to do this job.

Number of Films Indefinite

Shelton denied press reports that he and Ledovski had discussed a possible sale of 15 Hollywood films to Moscow and a sale of the same number of Russian films to distributors in this country. He maintained that no specific number of films had been mentioned in his talk with the Soviet counsellor.

An MPAA spokesman said talks with the Russians would not get under way for about a month, since Johnston is completely tied up until Feb. 25, when he will hold a meeting of the group he heads to rally citizen support for the President's foreign aid and trade program.

Claude Heilman Forms Vintage Productions

From THE DAILY Bureau

HOLLYWOOD, Jan. 29 — Claude Heilman, formerly with the J. Arthur Rank organization, and also former Grauman's Chinese Theatre manager, has announced the formation of Vintage Productions, to produce a $3,000,000 picture in Technicolor and Todd-AO entitled "This Earth Is Mine," from a Casey Robinson script based on Alice Tisdale Hobart's "Cup and Sword."

The announcement asserts that Heilman is in negotiation with Todd-AO's George J. Schaeffer to run his picture in 66 Todd-AO equipped theatres here and 12 overseas following "South Pacific."

Wadsworth Speaker

HOLLYWOOD, Jan. 29. — Henry C. Wadsworth, former president of the AFL Film Council, was principal speaker at this week's meeting, to which four Los Angeles City Council members had been invited to hear the organization's views on pay-television discussed. The AFL organization some time ago resolved in favor of experimental public tests of pay-television. Wadsworth is business agent of Studio Utility Employees, Local 724, which represents laborers.

Nyberg Is Promoted

PORTLAND, Ore., Jan. 29.—Oscar Nyberg, well-known Pacific Northwest theatre executive, and district manager for Evergreen Theatres in Oregon, has been advanced to division manager for both the Oregon and Washington territories.

Allied Lauds

(Continued from page 1)
booklet put out by the company in 1950 for distribution at the Allied meeting next month.

The Allied bulletin commending the two executives is unsigned but was issued from the office here of Abram Myers, Allied chairman of the board.

'Quiet Competence'

On Vogel the bulletin states: "Allied is impressed by the quiet competence with which he is striving, not only to preserve Loew's, but to restore it to its former eminence as a producing and distributing organization. It admires him for what he is accomplishing in the face of great difficulties. Allied knows there is a desire among exhibitors to meet him and to know him and is confident that his appearance will attract many to the convention to greet him."

Vogel's speech will be his first public address since assuming the presidency of Loew's last year.

Skouras Response Was Prompt

The 20th-Fox booklet is entitled "A Showman's Guide for Better Business," and was prepared under the guidance of S. Charles Einfeld, vice-president in charge of advertising, publicity and exploitation. Allied wanted the booklet because "it is as good today as when it was issued and certainly the valuable information therein never was more needed." When Myers wired 20th-Fox asking for copies for the convention, Skouras ordered additional ones printed for the occasion.

SOLD OUT!

Sorry we couldn't fill all dates for January 30th release!

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SET YOUR DATE NOW FOR FEBRUARY AND MARCH ENGAGEMENTS!

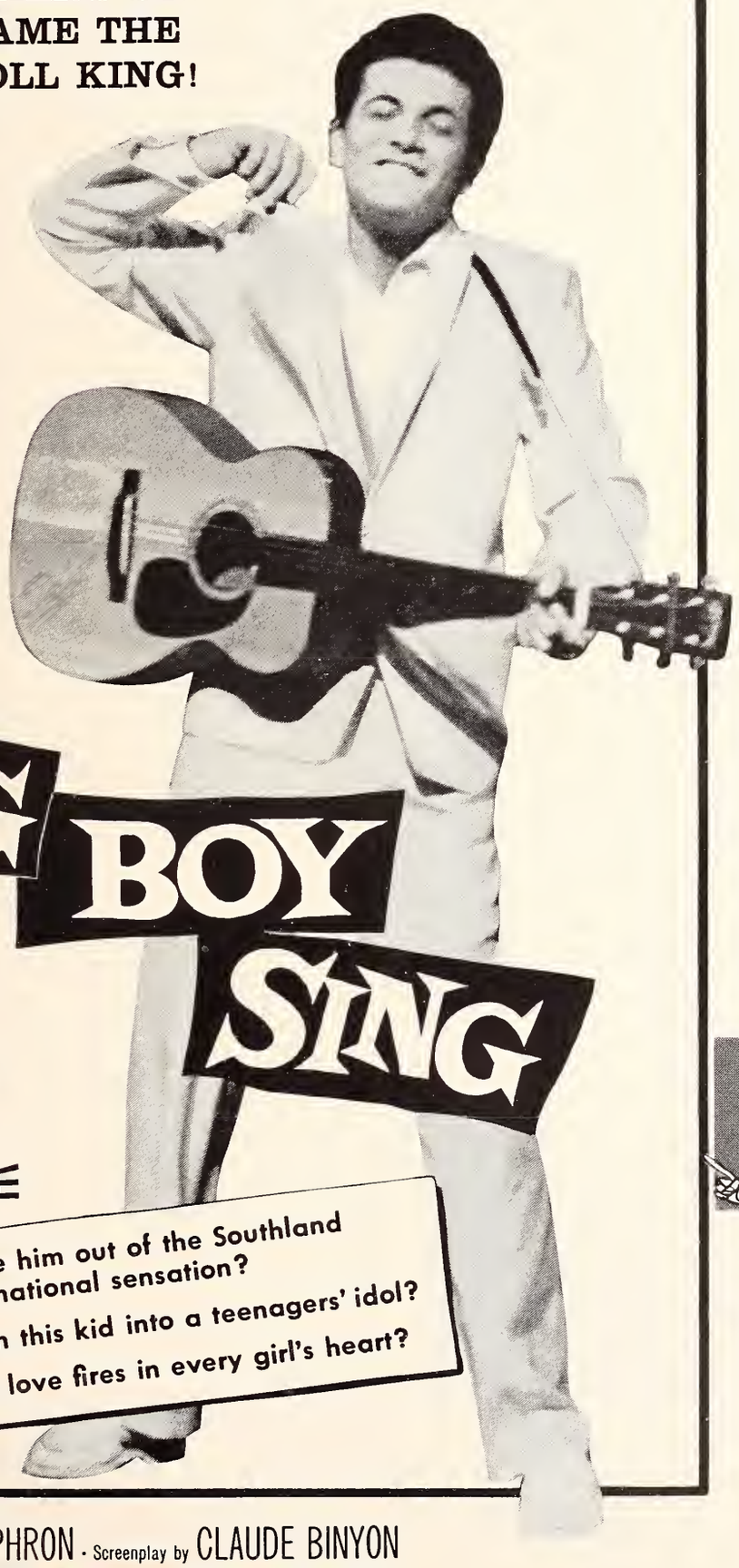
This one's really rollin'...and rockin' 'em everywhere!



JOHN M

ry exhibitor wants is...

THE STORY OF
HE PREACHER'S SON
WHO BECAME THE
ROCK 'N' ROLL KING!



presents

MMY
NDS
LI
ENTLE

in

SING BOY SING

ring

MOND
BRIEN

NEMASCOPE

ow did they take him out of the Southland
nd make him a national sensation?
low did they turn this kid into a teenagers' idol?
How did he light love fires in every girl's heart?

Directed by HENRY EPHRON · Screenplay by CLAUDE BINYON
Based on a Story by Paul Monash · In the wonder of STEREOPHONIC SOUND

Today's new
singing idol
of the
nation...
launched
by 20th
the same way
we brought
Elvis Presley
and
Pat Boone
to the screen...
with
strong story!
sensational
songs!
sure-fire
showmanship!

Sample of the sock ad campaign! Get the press book!



Anti-Toll-TV

(*Continued from page 1*)

tee members, Magnuson, who favors letting the FCC proceed with its tests, said the entire toll-TV problem, including Thurmond's resolution, had been referred to the Communications subcommittee, headed by Sen. Pastore (D., R. I.), and that it was up to Thurmond to get action from the subcommittee first. He said that as soon as the subcommittee decided one way or the other, he'd be willing to have the full committee consider the matter.

Wants Consideration Now

Thurmond suggested there was no reason the full committee couldn't consider the bill at once, and, according to one Senator, "there was a pretty good little battle." But with Senator Bricker of Ohio, ranking Republican on the committee, siding with Magnuson, Thurmond had to yield.

Thurmond said he would try to get the subcommittee to meet fairly soon, in order to take action or schedule hearings on his resolution well in advance of the March 1 deadline, when the FCC will start processing toll-TV applications. Pastore would not say what the subcommittee would do or when it would meet, except that it would probably be "fairly soon."

Thurmond and Senator Potter (R., Mich.), also a strong toll-TV opponent, are on the subcommittee, along with Bricker, Pastore and Sen. Monroney (D., Okla.). Bricker and Pastore are likely to favor a hands-off policy, so Monroney might have the key vote.

The House Commerce Committee hopes to meet next Thursday to chart its toll-TV course.

Meanwhile, there was other anti-toll-TV news:

Rep. Celler (D., N. Y.) took the House floor to cite several public opinion polls as showing "overwhelming grass roots opposition" to pay TV. Rep. Rogers (R., Mass.) backed up Celler.

Senator Ervin (D., N. C.) said he would support legislation to ban toll television.

Semenenko Sells 80,000 Warner Common Shares

From THE DAILY Bureau

WASHINGTON, Jan. 29.—Serge Semenenko, director of Warner Bros. Pictures, Inc., has disposed of 80,000 of the company's common shares, according to a statement filed with the Securities & Exchange Commission. Semenenko is left with direct holdings of 82,000 shares, it was said.

In another transaction, Gerald Cantor, director of National Theatres, Inc., has reported the purchase of 15,000 common shares, increasing National holdings through Cantor, Fitzgerald & Co., Inc., to 100,000 shares.



Television Toda

Suggests Commission On Air Broadcast Use

From THE DAILY Bureau

WASHINGTON, Jan. 29.—Federal Communications Commission Chairman John C. Doerfer said he thought some intra-governmental commission might be set up to allocate broadcast space between military and civilian users.

Testifying before a House Commerce Subcommittee investigating Federal regulatory agencies, Doerfer denied the FCC always yielded to the armed services in their demands for more broadcast space. But he conceded the problem was a difficult one and said a commission from various government agencies might be the answer.

Not Queries on Conduct

Doerfer didn't bring up, nor was he asked about, a subcommittee staff report charging FCC members with various types of inappropriate conduct. The subcommittee expects to to into that at further hearings next week.

The FCC head suggested Congress should give greater finality to FCC orders. He said the orders are too frequently overturned by the courts.

Telemeter, Skiatron Face Setback in L.A.

From THE DAILY Bureau

LOS ANGELES, Jan. 29. — With validations of signatures on petitions for referendum action on the City Council's action in passing ordinance implementing pay-television franchises running far ahead of the legally required percentage, Skiatron and Telemeter appeared today to be facing a protracted setback.

City Clerk Walter C. Peterson, whose office is checking 95,000 signatures on petitions turned in by Citizens Committee Against Pay-Television, told MOTION PICTURE DAILY validations are proceeding at slightly better than 68 per cent. Petitions would be successful even if the percentage dropped to 52, which is considered extremely improbable on the basis of all precedent.

Award to Stanton

LOS ANGELES, Jan. 29. — Frank Stanton, president of the Columbia Broadcasting System, has been selected as the 1958 recipient of the Keynote Award of the National Association of Broadcasters. The award will be made at the annual convention of the association here on April 29.

New WB Series Set

"Public Enemy," a new hour-long weekly television series, has been scheduled for presentation next season by Warner Bros., executive TV produced William T. Orr has announced here. Production is tentatively set to begin in mid-February.

'Parody' C

(*Continued from page*

not in the courts, the Supre was told today.

The argument was made man F. Selvin, attorney fo Inc. Loew's sued Columbi casting System, Jack Benny American Tobacco Co., cha a Benny television program the CBS network under Tobacco's sponsorship, par Loew's film "Gaslight," ar copyright violation. The lov agreed, and the defendants to the high court.

In argument today, Sel tained that the copyright l protection "in any manne any method," and "make no for parody or parodists." S gress made no specific exc parody when it last revise in 1909, he said, "this is of policy for Congress to d

'Important Art,' Says C

W. B. Carman, speakin defendants, asserted that pa "important art" which "has substantial part of the origi der to live and grow." He "a special kind of art that loving people like."

Carman acknowledged Benny program had "made tial use" of the material light," but declared, "you parody without the original fore parody has to use pa story or it doesn't have a He maintained that parod all the requirements of copy

DMA Formed to Theatre, TV Film

The formation of D. M. prises, which will be devo production of theatrical and was announced here yes produceer Mort Abrahams. Feb. 1, Abrahams will leav as producer of NBC-TV's " in order to devote his full t project.

Among the properties u sideration for production enee-fiction film series, an "Wanted by Washington" a series based on Irving Sto to Mateh My Mountains." feature motion picture p "D. P."

To Cite TV Anim

HOLLYWOOD, Jan. 2 Amerieau Humane Associat for eight years has conduct ballot to determine the t star in motion pictures, "Patsy Award" to the w year is doubling its proje voters to name the top tele mal star also.

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

3, NO. 22 NEW YORK, U.S.A., FRIDAY, JANUARY 31, 1958 TEN CENTS

Introduces

Would Bar -TV Where ee' Is Cut

Require FCC to Hold dual Public Hearings

By J. A. OTTEN

HINGTON, Jan. 30.—Rep. ack of Illinois, third-ranking it on the House Commerce tee, introduced a new anti- bill, and challenged toll-TV nts to be for it.

's bill would bar the Federal nications Commission from ing toll-TV in any area in the public is receiving free n programs, unless it first de-

(*Continued on page* 5)

Pictures Make y Any Time: Blank

icture is good it will do good regardless of seasons or A. H. Blank, president of Tri-State Theatres Corporation, Des Moines, states in a letter to Barney Balaban, president of Paramount Pictures, released here yesterday. Blank congratulated the company for "risking" release of "Sad Sack," the week before as, "traditionally the worst show business."



I. Blank

se of "Sad Sack" at that time,

(*Continued on page* 3)

TRADEWISE on page 2

levision Today on page 5

BusinessFund OK'd by TOA

Special to THE DAILY

CHARLOTTE, N. C., Jan. 30.—Ernest G. Stellings, president of Theatre Owners of America, today announced that his mail and telephone poll of the directors, officers and executive committee of his organization has resulted in a vote favoring the industry's business building program.

Stellings has asked the Motion Picture Association of America to arrange a press conference for next Tuesday in New York at 11:30 A.M., at which time TOA's plans and "readiness to move forward" in the financing of exhibition's share of the

(*Continued on page* 5)

Spaced-Release Group Formed for Utah-Idaho

Special to THE DAILY

SALT LAKE CITY, Jan. 30—Utah and Idaho exhibitors, meeting here today, heard Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, plead for orderly distribution of product in this area. Some of the exhibitors had traveled

(*Continued on page* 3)

Results of National Survey

Industry Conciliation Is Off to Slow Start

Exhibitors Not Making Use of It, But Many Say 'Glad It's There'

With the industry's new conciliation system nearing the end of its third month in operation, there are indications that relatively little use has been made of it by exhibitors as a formal means of resolving differences with distributors.

A survey of exchange centers conducted by MOTION PICTURE DAILY correspondents across the country, as well as a check of distribution home office sources, indicated that fewer than two dozen exhibitors have resorted to the conciliation procedure since it became operative last Nov. 1.

The survey also indicated that more than half of the nation's 21 exchange centers have yet to record their first conciliation case.

In light of the survey results, distribution executives and exhibitor organization officials for the most part expressed the opinion that they be-

(*Continued on page* 4)

Quebec Exhibitors Form New Arbitration Board

Special to THE DAILY

MONTREAL, Jan. 30.—The Quebec Allied Theatrical Industries, Inc., has adopted two resolutions here—one setting up an arbitration board and the other asking distributors for a "guaranteed" five-year limit before television stations may show films which have been shown in French by theatres in Quebec. The resolutions were passed at the recent annual meeting of the organization and made public here today.

The exhibitor group named a five-man committee on arbitration with

(*Continued on page* 5)

Columbia Schedules 35 for Release from Feb. to Aug.

Columbia Pictures yesterday announced a schedule of 35 feature films to be released from February through August, which it said is one of the largest group of productions it has ever handled in a like period. Rube Jackter, general sales manager, pointed out that the 35 features were in addition to "The Bridge on the River Kwai," which is being handled as a special release.



Rube Jackter

The list of late winter, spring and summer releases shows that 13 will be in color, seven in Cinema-

(*Continued on page* 5)

Move Against Film Ads Seen in N.Y. Hearing

Special to THE DAILY

ALBANY, N. Y., Jan. 30 — Testimony this afternoon by Dr. Hugh M. Flick, former director of the State Education Department's motion picture division, and by other witnesses before the Joint Legislative Committee on Publication and Dissemination of Offensive and Obscene Material, appeared to be laying the groundwork for the introduction in the legislature of a bill extending and strength-

(*Continued on page* 3)

Highlights of Conciliation Survey

A national survey of conciliation experience in the first three months with the new industry machinery for settling exhibitor-distributor disputes is highlighted by these findings:

Very little use has been made of conciliation to date.

The fact that conciliation is available appears to reduce the demand for it by encouraging less formal methods of adjusting disputes.

Many exhibitors are inadequately informed on conciliation and how to make use of it.

Accurate information on conciliation use is difficult to obtain because there is no central office to which cases on file can be reported.

The traditional custom of discussing exhibitor grievances with branch managers has shown no decline because of conciliation, and may be on the increase.

PERSONAL MENTION

MAURICE BERGMAN, director of public affairs for the Motion Picture Association of America, is in Hollywood from New York.

•

RICHARD P. BRANDT, president of Trans-Lux Theatres Corp., and MRS. BRANDT will return to New York on Sunday following a trip to Puerto Rico and the Virgin Islands.

•

ALFRED TAMARIN, United Artists Records vice-president, will return to New York today from Cleveland.

•

LESTER WELCH, producer, will leave here at the weekend for Hollywood.

•

CLAIRE BLOOM will leave New York tomorrow for Europe.

•

BOB HOPE is expected in New York late this week from the Coast.

Burstyn Award Goes To French 'Gervaise'

The annual Joseph Burstyn Award for the year's best foreign film was presented to the French "Gervaise" at a cocktail party at the Hampshire House here yesterday. A. H. Weiler, motion picture editor of the New York Times, presented the award to Walter Reade, Jr., chairman of the board of Continental Distributing, Inc., which is releasing the film in the United States.

M. Kebaili, deputy Consul General of France, representing the French government, was guest of honor at the reception, which was sponsored by the Independent Motion Picture Distributors Association of America.

SW Dividend 25¢

The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents per share on the common stock, payable Feb. 25 to stockholders of record Feb. 10.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARIO LANZA in
"SEVEN HILLS OF ROME"
co-starring RENATO RASCEL • MARISA ALLASIO
An MGM Release In TECHNIRAMA® and TECHNICOLOR
and SPECTACULAR STAGE PRESENTATION

TRADEWISE

By ONLOOKER

CHARLES EINFELD, 20th Century-Fox vice-president in charge of advertising-publicity, is more convinced than ever that he is on the right track in making use of advertising media and methods other than the traditional newspaper amusement page ad space, which he regards as ineffectual in many cases, due to lack of editorial space and poor positioning, among other things. . . . The latest weighty evidence to support his views was supplied by the recent opening of "A Farewell to Arms" at the Madison Theatre in Peoria, Ill. The current economic plight of the manufacturing city is graphically depicted in the current issue of Life magazine. The lead picture-news story reveals Peoria to be in the grip of something more than a recession, with factories shut down or on reduced schedules, and unemployment at an abnormal high. And, to complete the picture, there has been a newspaper strike in the city for several weeks. . . . Einfeld went to the local radio and, with a saturation campaign, "Farewell" opened and overcame all the economic and "normal" advertising obstacles by breaking every record at the Madison Theatre. . . . So successful were the results without newspaper advertising, that the same procedure was followed for the St. Paul opening of "Farewell" this week, where a newspaper strike also is in progress. . . . Einfeld does not advocate abandonment of newspaper advertising. He has been experimenting for many weeks now with off-amusement page ads. But he does strongly advocate trying new and different methods for increased effectiveness—increased use of street trucks, super market heralds, theatre phone calls and other means of informing the public, as well as increased use of radio. The thing is, he contends, not to place too much selling dependence on outworn, obsolete methods. Instead, use ingenuity. Find more effective means and use them more fully. . . . Einfeld is practicing what he preaches. And it's paying off.

THE N. Y. DAILY NEWS, cued by all the downbeat statements and stories about the industry over the past six weeks, is running a series entitled "Hollywood at the Crossroads." It opened yesterday as one of those warmed over stale rumor dispensaries which attributes a lot of its information to anonymous "irate Hollywood critics" and "former Hollywood press agents." . . . Nice sources to go to for information on a major industry for a couple of million readers. But maybe matters will improve in later installments. The headline says: "Decline is Colossal but It Builds for Comeback." . . . Most of the industry annoyance over the N. Y. Times story on the Sindlinger report, made for Theatre Owners of America, on effects of Hollywood film sales to television on theatre attendance, was directed at the "play" the paper gave it, which everyone felt endowed the report with an importance out of all proportion to the facts. Also, many observed: Try and get an *upbeat* industry story on Page 1 of the Times. . . . Many others blame TOA for the incident. It not only took a report which it recognized to be damaging to the industry on a trans-continental tour, professing it to be "secret," but it knows just as well as anyone that the report is glaringly incomplete as an explanation of what is happening in the industry and next to worthless as a guide for the future. . . . And where are the industry's public relations men while these assaults are occurring? Has defense of the industry become a capital crime? And are there dire consequences for planting a factual industry story in the public prints? Or are they under the delusion that attempting to suppress news is all that's required these days?

FORTUNE MAGAZINE interviewers, after working several weeks here and in Hollywood on their upcoming article on United Artists, went to Arthur Krim and Robert Benjamin and asked for the names of some industry people "who *don't* like you." And they supplied one, but he wouldn't consent to an interview.

Plan to Partake Heater Rentals I

Special to THE DAILY

CHICAGO, Jan. 30.—Overt 20th Century-Fox to participat rental charged drive-in thea trons for the use of in-car have been protested here by Kohlberg, operator of the Drive-In Theatre in Oak Law berg is also president of Stan dustries, distributors of a in-car heater for drive-ins.

In a telegram to Spyros president of 20th-Fox, Kohlb "your company has been e fair and progressive in all and asks Skouras "reprima "author of this new effort to age a new source of revenue drive-in which closed during ter season in previous years."

For drive-ins to stay oper winter is a "risk," Kohlberg ther in the wire, and he Skouras not to "insist on pla restriction on such operation."

Contacted about the a spokesman for 20th Century- here yesterday an answer to is in preparation and will public when the latter has re



ASK YOUR THEA
TO BRING HER BA
In this Centennial Year of L
20th Century-Fox's
THE SONG O
BERNADETT
starring Miss Jennifer J
**Cannot be seen on TV!*

This ad will reach the 76.8 millio
of LIFE, LOOK, SEVENTEEN, G
HOUSEKEEPING and 10 more top p

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floy Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herma Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, Ne Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Presi J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchan published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Alma Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and Single copies, 10c.

. . NEWS ROUNDUP

ness' Preview Held

re than 1,000 guests of United s last night attended the first ng of "Witness for the Prose- n," held at the Astor Theatre the first of two such previews. second is scheduled for tonight. guests were invited as a result ir answers to UA's metropolitan paper advertisements under the ine "Wanted! 1,080 Witnesses." oximately 7,000 replies were re- d. says UA.

■

stesse' Strong in Capital

e opening day gross for Otto inger's "Bonjour Tristesse" at Trans-Lux Theatre, Washington, Wednesday exceeded $2,100, a topped only once at the house 1956, when "Pal Joey" was fea- , with an added midnight show, nbia announced yesterday.

■

s Moll Set for Radio, TV

orgia Moll, starred in Joseph L. ciewicz' "The Quiet American" nited Artists, is scheduled for a er of radio and TV appearances to the opening of the picture at the Victoria Theatre next nesday.

■

-e Aid for Academy-TV

hibitor support for the Academy ds telecast on March 26 received ier substantial boost yesterday 65 theatres in 33 Michigan pledged their cooperation in a to Robert W. Coyne, special sel for Council of Motion Picture nizations, which is conducting an nization campaign among the the- of the country.

's 3-D Bookings eported on Rise

vival of interest in 3-D, demon- ed by successful tests in Syracuse Wichita, has prompted Univer- nternational distribution execu- to seek further bookings through- the nation. The Wichita Crest tre, having just completed show- "It Came From Outer Space" in will present "The Creature from lack Lagoon" in the extra dimen- starting March 12.

ne first-run RKO Golden Gate in Francisco has booked "It Came Outer Space" and the RKO e in Providence, "The Creature n the Black Lagoon" for 3-D ings starting February 5. On uary 6 both features will share D double bill at the Palace Thea- n Hartford.

Film Ads Hit

(*Continued from page* 1)

ening the division's authority with respect to film advertising.

Counsel James A. Fitzpatrick, former chairman of the committee, specifically asked Flick about the desirability of "a properly drawn statute which would give the division authority if it found gross misrepresentation of a film already licensed. Flick replied, "it would be very helpful to let the division control the advertising of objectionable material."

Questions by Fitzpatrick indicated that the measure would also, in effect, ban the use of advertising "cuts" of scenes which had been deleted from a picture before licensing.

Cites 'Eden' Promotion

Flick said that the practice which Fitzpatrick and another witness charged is now being followed in New York City to advertise "The Garden of Eden"—that it is a picture once denied a license by the motion picture division—is not uncommon. He added that it also is practice, when a controversially publicized film is licensed, for companies to make a "series of similar films" or to submit old ones previously denied seals and exploit them on the basis of the publicity obtained by the first one.

Flick interjected that such productions were not the output of "big companies making serious pictures, but of fringe companies."

Sergeant Frank McDermott, of the New York City Police Force, criticized "lurid" advertising on marquee and theatre fronts, of pictures whose context is really different.

Samples of New York City newspaper advertising of horror films were put into the record, today and yesterday by Fitzpatrick.

Tells of Communist Interest

Rev. Joseph P. Lamanna, director of Labor Relations for the Albany Catholic Diocese, said that Communists are "vitally interested" in the mass media of communications—television, motion pictures, radio and literature.

Father Lamanna, who believed the Communist Party has much to do with the publication and encouragement of "indecent literature," stated the Communists are trying to infiltrate the mass media. Television is the Communist's prime employment target, he added.

Semenenko to Purchase Additional WB Stock

Serge Semenenko, director of Warner Bros., issued a statement here yesterday expressing his confidence in the future of the company and reporting his intention to increase his holding of Warner shares in the very near future.

Semenenko said that his recent sale of 80,000 shares of WB stock was made in order to partially offset capital gains realized in 1957. The sale left him and his famliy with an ownership of 82,000 shares of stock.

Grant Motion Asking G. P. Skouras Testify

A motion to compel George P. Skouras to answer 422 questions he had refused to answer during cross-examination in a multi-million dollar anti-trust action initiated in 1953 was granted by Federal Court Justice Frederic Van Pety Bryan here yesterday.

The motion is the newest development in a complicated anti-trust suit initiated in June 1953 by Skouras Theatres Corp. and four affiliated companies against seven major companies, excepting 20th Century-Fox. Totalling $101,570,499 in damage claims, the suit charged unreasonable clearance and runs and conspiracy designed to favor circuits assertedly affiliated with the distributors. Following initiation of the suit, Radio Keith Orpheum and its subsidiaries filed a counterclaim involving $41,250,000 damages against Skouras Theatres and George and Charles Skouras.

The 422 disputed questions relate to Skouras Theatres' place in the competitive market, relations between Skouras and 20th Century-Fox, pooling arrangements and income derived by the Skouras brothers from their several interests. The four distributors requesting the motion yesterday were Paramount, Warner Bros., Columbia and RKO Radio.

Good Pictures

(*Continued from page* 1)

according to the head of the circuit with theatres in Illinois, Iowa and Nebraska, "paid off" for Tri-State.

"The business done by this good picture in Tri-State theatres during this worst week exceeded my most hopeful expectations, which convinced me there is no particular season for a good picture," he told Balaban in the letter, sent the day before Blank sailed for a vacation in the Far East.

Spaced-Release Group

(*Continued from page* 1)

more than 400 miles for the meeting.

Afterwards, they voted to set up a two-state organization under S. L. Gillette, exhibitor and theatre candy company official to help Hyman in his orderly distribution campaign.

Hyman disclosed that in the second week of February he will visit the Hollywood studios. He expects to see pictures completed at eight major studios, rushes of uncompleted pictures and send a report to all exhibitors. He said he expects to have 1,600 exhibitors, representing more than 9,000 theatres, enlisted in his campaign.

During today's meeting, several exhibitors said they believed the industry was making too few color pictures in comparison with the growing number of black and white films.



Paramount's Comedy
That's In A Class By Itself!

CLARK GABLE - DORIS DAY
in Perlberg-Seaton's
"TEACHER'S PET"

Industry Conciliation Gets Off to Slow Sta

Survey Shows Informal Talks Still Effective

(*Continued from page* 1)

lieve it still is too early to pass judgment on the new conciliation system and that its worth can be accurately appraised only after considerably more experience with it.

Many branch managers and representative exhibitors also made the observation that numerous differences between exhibitor and distributor are adjusted to the satisfaction of both daily without recourse to a formal conciliation procedure, as has always been the case, and that, therefore, only the relatively few cases which present unusual or difficult considerations are likely to survive the strictly informal buyer and seller conferences and emerge as official conciliation proceedings.

Seen as Aid to Settlement

Also, it was frequently suggested in the course of the survey that the mere fact that a formal conciliation procedure now is available to exhibitors becomes an incentive to effect a settlement when an ordinary complaint is first brought to the attention of a branch manager.

Thus, it was suggested, in preference to inviting the time-consuming formalities of an official conciliation proceeding, both parties are inclined to exert extra effort now to resolve their differences during their man-to-man discussions.

There appeared, however, to be yet another explanation of the seemingly slight use to date of the formal conciliation process. Survey reports from all parts of the country disclosed that many exhibitors are unfamiliar with its functioning, and some were wholly unaware that an official conciliation procedure existed.

Little Instruction on Subject

Little has been done, outside of news stories in the trade press, to bring the conciliation process to the attention of the rank and file exhibitor, particularly the little fellow who might be most in need of it. Some regional exhibitor organizations have informed their members of the new machinery and urged them to make use of it. Others have done little or nothing, and the same is true of distribution, in the main.

Exhibitors who are not members of any theatre organization have had no direct information concerning conciliation. There were some suggestions that information on it should be made available at film exchanges or that license agreements carry notices that the conciliation process is available for handling a large number of problems which might arise in the performance of the contract and that exhibitors can obtain information concerning it from branch managers.

The assembling of data on use of the conciliation system is made exceptionally difficult by the absence of any clearing point for records of cases initiated, terminated or appealed. Under the system, the existence of cases is known only to the exhibitor and exchange concerned. Cases may or may not be reported to home offices or to local or national exhibitor organizations.

This can be contrasted with the old industry arbitration system under which both the local tribunals in every exchange center and American Arbitration Association headquarters in New York had complete records of every case handled.

Following are typical key city reports on conciliation experience during the first three months.

BOSTON:

So far as can be learned New England exhibitors have not yet made use of the new industry conciliation machinery. Inquiries failed to turn up a single instance of a request for conciliation of a complaint having been made. Independent Exhibitors of New England, an Allied States affiliate, has urged its members to make use of the new machinery for settling disputes and has asked them to file duplicate copies of conciliation requests with the association. However, none are on file yet.

MINNEAPOLIS:

No formal use has been made of the new industry conciliation machinery by North Central area exhibitors to date, a survey here indicated, but a normal volume of exhibitor complaints are being handled by branch managers in the traditional manner. The existence of conciliation seems not to have affected the old system of first airing "gripes" to branch managers and attempting to work out man-to-man adjustments, without conciliation's embroidery of "seconds" selected to be present for each side. Also, under the old, informal method, most exhibitors reserved the right to appeal to general sales managers if satisfaction was not obtained at the branch level.

WASHINGTON:

A survey of local film exchanges turned up only one request for conciliation and that was adjusted satisfactorily by the branch manager and the exhibitor without recourse to the formal conciliation procedure. Another sales executive here whose territory also includes Cleveland, Cincinnati and Pittsburgh, said a request for conciliation of a clearance case had been initiated in Cincinnati but no meetings have been held on it yet.

National Allied States headquarters here has asked its regional affiliates to collect and forward information to it on cases brought by members. Abram Myers said there have not been too many so far but all have not been heard from. Cases that have been instituted, he said, cover a wide variety of subjects, such as runs, availabilities and rental adjustments. Myers believes it is too early to pass judgment on the new system.

CHICAGO:

Only two requests for conciliation have turned up in this large film distributing market, a survey of local exchanges, exhibitor organizations and theatre offices indicated. Details of the cases are being withheld pending a hearing.

ATLANTA:

Local film exchanges and representative exhibitors here said they are unaware of any conciliation cases brought since the machinery was made operative last Nov. 1. However, many theatre owners expressed satisfaction that the procedure is there waiting for them to make use of it whenever an occasion arises.

DETROIT:

No request for conciliation of an exhibitor-distributor dispute is on record here yet. Nevertheless, exhibitors express satisfaction that it is able to them if needed and also credit its existence with senee of any complaints of It makes it easier to talk over ences with salesmen and branc agers with the result that wha wise might develop into a complaint requiring conciliatio is ironed out without formality say.

NEW ORLEANS:

This exchange center has sti its first request for conciliatio ing had no experience with it, exchange managers nor e have any decided opinions of fulness. In the main, they are that conditions continue so that a need for it has yet to be strated. The Gulf States Alli here has not been notified of quest for conciliation. Some i exhibitors indicated only the knowledge of what the new s

DENVER:

There have been no req conciliation in this area and lows a traditional pattern h mal proceedings in exhibitor tor disputes were very rare h the former industry arbitra tem and under the old Film Trade operation which pre Local trade people either more care in making a d elsewhere, or they prefer t out informally if they hav plaint.

CLEVELAND:

Cleveland exchanges re haven't had a single reques ciliation since the system effect. Exhibitors confirm t view is they've always bee adjust their difficulties wit sistance of local film sale branch managers. "We've a a sympathetic hearing fron tors on what we believed t timate complaints," one sai instances, small independent having common problems d spokesman to speak for t such spokesman said he been turned down by a branch manager on a just

PORTLAND:

Leading exhibitors and changes say no requests fo tion have been initiated Local exchanges handle number of complaints an for adjustments, as they al Most of these are dispose informal consultations.

Conciliation Inaction Surprises Sales Managers; New York Area No Exception

General sales managers of major distribution companies admitted to being "very surprised" by the slight use that has been made of the industry's new conciliation machinery since it was put in effect on Nov. 1, 1957.

One g.s.m. summed up the attitude of most in this statement: "Conciliation is capable of solving a lot of local problems, but thus far exhibitors haven't been very receptive to it."

Questioning indicated that only one exhibitor has appealed a branch manager's decision to the general sales manager level. In the one instance the branch manager was upheld by his home office.

On the New York film exchange level, the national pattern is duplicated—only the most meager use of the new system has been made, with the bulk of exhibitors apparently content to continue seeking settlements of complaints in the usual informal meetings with branch managers and salesmen.

New York exhibitor organization offices reported no knowledge of requests for conciliation.

elevision Today

iniature ectacular'

y SAMUEL D. BERNS

LYWOOD, Jan. 30.—Charles president of Splendex Enter- has created a new sales ap- to half-hour musical variety s by calling his "Frances d Show"—"Miniature Spec- "

ced in color, and briskly with top name guests, two mples of this film series are y being screened for sponsor Miss Langford is surrounded es like Bob Hope, Hugh "Wy- " O'Brien and Jerry Colonna of these; and Edgar Bergen, ondon, George Sanders, and album favorites Murray Mc- and Bobby Troup assem- the other. Both of these have Rose and his Orchestra fea- roughout.

Edith Head to Aid

has also enlisted the talents Academy Award winner Edith o create the costume designs production numbers, and Wil- aniels to handle the camera

nt for 'Oscar' Show d 'Greatest Ever'

rom THE DAILY Bureau

LYWOOD, Jan. 30 — Jerry producer of the forthcoming nual Academy Awards show, rly acceptances to invitations d to stars to appear on the n "assure the greatest array of ver to appear together."

show will be simulcast on 26 over NBC radio and tele- networks.

2 SMPTE Meets

Society of Motion Picture and ion Engineers' New York sec- s announced two meeting dates month of February. The meet- be held on February 11, 7:30 t the Carl Fischer Concert vill have as its topic "New ls for Film Maintenance," the meeting scheduled for ry 13, at the Movielab Build- ll be in the form of an open

ctor-Meet in March

LYWOOD, Jan. 30. — The l board of the Radio and Tele- Directors Guild will hold its 958 meeting in Hollywood 3-4-5, when it will set up for new contract with the net- to supplant the present pact, expires next December.

Bill Would Bar

(*Continued from page* 1)

termines, after public hearings, that the granting of this authority "will not result in a reduction in the quantity or quality of free television programs broadcast in such area."

The House committee is scheduled to meet next Thursday, Feb. 6, to discuss action on toll-TV resolutions. The committee also has before it 10 bills to ban toll-TV outright.

Mack noted that sponsors of pay-TV claim their proposal would not deprive set owners of free programs, but would rather provide first-run films, Broadway plays, and grand opera on a supplementary basis.

"If the pay-TV proponents are sincere," he said, "they should have no objection to my bill."

Sees Sponsoring More Difficult

Mack said he believed, however, that pay-TV actually would quickly turn for profits to programs that have a mass popular appeal, thus draining money, facilities and talent from sponsored shows that advertising dollars put on without charge to the viewer.

The Illinois Democrat said he opposses toll-TV because he fears it would eventually result in TV fans having to pay for such telecasts as those of major league and college sports and TV spectaculars. "I am opposed to letting pay-TV get its foot in the door," Mack said. "But if it does become a reality, Congress should be ready to make sure that home viewers won't have to pay for the kind of programs they now receive free. My bill would provide such assurance."

Statement Inserted in 'Record'

A bill to ban toll-TV was introduced by Rep. Rogers (R., Mass.). Senate Democratic whip Mansfield of Montana put in the Congressional Record the statement against toll-TV given the House Commerce Committee by Leonard Goldenson, president of American Broadcasting-Paramount Theatres.

In still another development, Rep. Zelenko (D., N. Y.) said he would introduce a bill to put a 25 per cent Federal excise tax on the "gate receipts" of any proposed pay-TV system.

Warns of Excise-Tax Loss

Zelenko said pay-TV could easily cost the Federal Government over $1,000,000,000 a year in lost excise tax income, and said "would-be airwave profiteers" must be made to pay the government for the privilege of using the publicly-owned airwaves. The New York Democrat said he was among those who are "seriously concerned with the impact of pay-TV on the economic well-being of the regular TV networks, on the motion picture exhibiting industry, minor league ball park owners, and others in the entertainment industry."

Detroit Theatre Cuts Prices For Unemployed Persons

Special to THE DAILY

DETROIT, Jan. 30. — Norman Ladouceur, manager of the Family Theatre, one of Detroit's oldest downtown houses, is trying out a new policy to offset the effect of local unemployment.

Regular admission, as before, is 75 cents. Those, however, who can show unemployment cards—and there are some 200,000 in Detroit—will be admitted for 60 cents. Couples and their children, regardless of the number of offspring, will be admitted for $1.50 for them all.

Columbia Slate

(*Continued from page* 1)

Scope and one in Technirama. Present plans call for nine of the features to be placed in release in February and March, making a total of ten for the first quarter of the year, 16 in the second quarter and ten to be made available in the first two months of the third quarter.

The tentative order of release follows:

February: "Bonjour Tristesse," "Crash Landing," "Going Steady," "The World Was His Jury," and "How to Murder a Rich Uncle." March: "Cowboy," "Bitter Victory," "Curse of the Demon," and "The True Story of Lynn Stuart."

Seven films for April include "This Angry Age," "The Goddess," "Screaming Mimi," "Let's Rock," "Paradise Lagoon," "High Flight," and "Ghost of the China Sea."

May: "Tank Force," "Gideon of Scotland Yard," and "The Lineup." June: "Revenge of Frankenstein," "The Camp on Blood Island," "The 7th Voyage of Sinbad," "The Case Against Brooklyn," "She Played with Fire," and "Apache Territory."

Six films for July include "The Key," "Gunman's Walk," "The Whole Truth," "Forbidden Island," "Outlaws of Painted Canyon," and "Pretty Boy Floyd."

August: "Me and the Colonel," "The Name's Buchanan," "Juke Box Jamboree," and "The Snorkel."

Quebec Exhibitors

(*Continued from page* 1)

three more members to act as consultants. This committee will consult with the general managers of the various distribution companies and the newly-elected Committee of the National Industry Council. It will try to formulate a standard procedure plan to be followed for "examination of cases and the obtaining of relief in film rentals and terms, where they have proved themselves deserving."

TOA Okays

(*Continued on page* 5)

financing of exhibition's share of the $2,300,000 budget will be detailed. MPAA president Eric Johnston is to preside at the conference, which will be held in the association's board room.

Details of the business-building campaign were presented to Stellings and other TOA executives in New York on Jan. 15. The $2,300,000 budget, which was half a million dollars less than the figure originally quoted, includes the cost of the Academy Award telecast, which it had previously been understood would be paid for solely by member companies of the MPAA.

Wolfson Delegated

Following presentation of the plan, Mitchell Wolfson of TOA was delegated to present the plan to key exhibitor leaders who were at the time assembled in Los Angeles for the Screen Producers Guild protest meeting against film sales to television. It was announced at that time that TOA's formal action on the matter would be taken shortly thereafter.

New Orleans' Business Boom Holds Its Own

Special to THE DAILY

NEW ORLEANS, Jan. 30. — The marked increase in theatre attendance which started just before the New Year is more than holding its own. For the fourth straight week, almost every first-run theatre here is doing well above average business.

"Raintree County," in its sixth week at the Panorama, is the pace-setter, with "Peyton Place," in its fifth week at the Saenger, and "Don't Go Near the Water," in its fourth week at Loew's, not far behind. "Sayonara" and "Tarnished Angels" recently concluded very successful engagements at the RKO Arpheum and Joy, respectively.



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TOPS EVERYTHING

SINCE 1956!

*EXCEPT PAL JOEY, WHICH PLAYED AN EXTRA MIDNITE SHOW

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 23 NEW YORK, U.S.A., MONDAY, FEBRUARY 3, 1958 TEN CENTS

ITORIAL

nciliation

By Sherwin Kane

E NATIONAL SURVEY of the se being made of the industry's ew conciliation machinery as of nd of its third month in opera- results of which were published otion Picture Daily on Friday, prising in only a few respects.

rhaps first among these is the proportion of exhibitors encoun- by Motion Picture Daily's cor- ndents who either had no in- ation whatever concerning the ability of conciliation as a means adjusting exhibitor-distributor ances, or whose information on as so incomplete it is doubtful her any appreciable number of would turn to conciliation in- tively should they be confronted a film licensing or other problem.

•

ie trade press, for the most part, a good job of publicizing con- ion prior to and at the time of stablishment. Also, national and nal exhibitor organizations, on whole, made every reasonable ef- to call to the attention of their bers the existence of the new iliation system and its purposes. y urged members to give it an trial. Unfortunately, many ex- ors in all parts of the country ot belong to exhibitor organiza- .

nfortunately also, after the inau- tion of conciliation, there was ing available to the trade press would keep it alive in the news ms and thereby in the minds of nation's exhibitors. A continuing ly of conciliation news would served to bring it to the atten- of more and more exhibitors previously, for whatever reason, not aware of its existence.

•

r these reasons, it seems desir- to set up some central office, per- within the Motion Picture As- ation, to which distributors can rt conciliation cases handled by exchanges. Even though very cases are known to have been gurated to date, Motion Picture y's survey revealed that obtaining on these is made needlessly dif- t by both exchanges and distribu- home offices.

is clear that if the system were er publicized, greater use would nade of it.

hat is what's wanted, isn't it?

'U' Annual Net $2,843,833

Universal Pictures had consolidated net earnings for the year ended November 2, 1957, of $2,843,833, after provision of $3,000,000 for Federal taxes on income, according to the company's annual report, released at the weekend.

After dividends on the preferred

(*Continued on page 5*)

List Top Speakers for Allied Drive-In Meet

Announcement of the principal speakers at the fifth annual National Allied Drive-In Theatre Convention being held in Louisville on Feb. 11, 12 and 13, was released here at the weekend.

Albert Sindlinger will be the main

(*Continued on page 5*)

Cinerama Prod. Answers New Selheimer Charges

Efforts of Perry N. Selheimer to unseat the present management of Cinerama Productions Corp. at the annual meeting Feb. 11 have stirred a new reply to his charges from Milo J. Sutliff, president. The management's new proxy solicitation appeal

(*Continued on page 4*)

Commerce Committee Meet Starts Thursday

Toll-TV Enters Week Vital to Its Future

Full Ban, FCC-Controlled Test Among Courses Studied by Senate, House Units

By J. A. OTTEN

WASHINGTON, Feb. 2—The coming week could be a crucial one for toll television.

The House Commerce Committee has said it would start Thursday executive session meetings on what it should do about toll-TV—whether to ban toll-TV, let the Federal Communications Commission go ahead with its proposed tests, or some middle course. The committee could spend two or three days making up its mind.

A Senate Commerce Subcommittee might also meet this week to discuss

(*Continued on page 5*)

See Edict This Week On L.A. Pay-TV Vote

From THE DAILY Bureau

LOS ANGELES, Feb. 2—If checking of the signatures on petitions seeking referendum action on the City Council's action approving installation of Skiatron and Telemeter systems here continues at the present

(*Continued on page 4*)

N. E. Exhibitors Gird To Fight Drive-In Bill

Special to THE DAILY

BOSTON, Feb. 2. — Independent Exhibitors, Inc., of New England and Allied Theatres of New England are preparing a unified fight against a proposed Massachusetts bill which

(*Continued on page 2*)

Clary Retires as M.H. Box Office Treasurer

Arthur Clary, box office treasurer at the Radio City Music Hall since it first opened in 1932, has relinquished the post effective Friday to enter retirement. Clary, who is 67, is one of the most widely-known theatre treasurers in the country.



Arthur Clary

His successor at the Music Hall is Arch Levy, night box office treasurer for 25 years also.

Clary began his career as a box office treasurer at the age of 17 with the Weiting Opera House in Syracuse, N. Y. Prior to joining the Music Hall, he was with RKO Theatres.

Monthly Theatre Parties and Check Stamps Boost Business for Black Hills Circuit

Special to THE DAILY

RAPID CITY, S. D., Feb. 2—Two business-building ideas recently launched by the Black Hills Amusement Co., circuit with theatres in South Dakota, Wyoming, and Nebraska, have "caught on and are producing results," reports Richard Klein, general manager of the Elks Theatre here.

The first is the use of a red rubber stamp on all outgoing company checks with the following slogan: "This Is Movie Money . . . Have You Been to a Show?" Managers and employees have also been using the stamp on their personal checks, according to Klein.

The second idea is the sending out of a personal letter to all firms that the company does business with suggesting that they inaugurate the plan of a monthly theatre party for their employees. It is pointed out to the customer that the party is deductible and would create a "lot of good employee relations." If the original letter remains unanswered, a second is sent out, and if a reply is still not forthcoming, Black Hills "starts doing business with another firm," Klein states. "We are fighting fire with fire and getting results," he adds.

Television Today Page 4

PERSONAL MENTION

AMERICO ABOAF, foreign general manager and vice-president of Universal International, left New York over the weekend for Europe.

ALAN JAY LERNER and FREDERICK LOWE, comprising Lowal Corp., and NORMAN ROSEMONT, general manager of the organization, have returned to New York from the Coast.

MAURICE BERGMAN, director of public affairs for the Motion Picture Association of America, has returned to New York from Hollywood.

SHIRO KIDO, president of the Motion Picture Association of Japan and head of the official delegation to Japanese Film Week in New York, will leave here on Wednesday for London.

MRS. MEYER M. HUTNER, wife of Warner Brothers' national publicity manager, gave birth to a son at Madison Avenue Hospital here.

HARVEY FOSTER, British talent agent, arrived in New York from London on Friday via B.O.A.C.

Communion Breakfast On Coast Draws 1,400

From THE DAILY Bureau

HOLLYWOOD, Feb. 2 — Upwards of 1,400 members of film industry attended seventh annual motion picture industry communion breakfast this morning at Hollywood Palladium, following Mass celebrated by His Eminence James Francis Cardinal McIntyre at Blessed Sacrament Church. Monsignor John J. Devlin delivered the sermon at the mass.

Irene Dunne was keynote speaker at the breakfast, with Frank Capra acting as emcee. Entertainment was provided by Anna Marie Biggs, Molly Bee, Barry O'Hara, Tommy Morgan and Muzzy Marcellino and his orchestra.

Anthony Ricci, 74

Funeral services will be held in Brooklyn this morning for Anthony Ricci, 74, former Republic Pictures salesman in the New York area, who died of a heart attack last Thursday. Ricci was a veteran of 30 years in the motion picture industry, having also been an exhibitor. He retired from Republic about a year ago. His wife and one sister survive.

New England

(*Continued from page* 1)

would see police officers stationed on the premises of every drive-in theatre while in operation.

According to a bill filed by Representative Harold Palmer, the number of officers required shall be 20 per cent of the total number of ramps, with each officers assigned to patrol five ramps. Violators would be fined $50 for each offense.

The bill will come up for a public hearing shortly.

Music Promotions Are Discussed at M-G-M

From THE DAILY Bureau

HOLLYWOOD, Feb. 2 — Extensive music promotions in connection with virtually every coming M-G-M release are forthcoming, following the conclusion of meetings of top music publishing and recording officials of Loew's, Inc., with studio production, music and exploitation heads.

Participating in daily sessions begun two weeks ago are Joseph R. Vogel, Robert O'Brien, Arnold Maxin, Maurice Scopp and Edward J. Slattery. The first films to benefit from the extensive music promotion will be "Raintree County," "Seven Hills of Rome," "Gigi" and "Brothers Karamazov." The promotion campaign is in line with Vogel's policy to bring all company operations into more closely-knit organization.

Argentine Ruling Paves Way for Cinerama Deal

As the result of an Argentine ruling which makes Cinerama admission prices an exception to the country's ceiling on standard feature presentations, B. G. Kranze, vice-president of Stanley Warner Cinerama, has successfully concluded an agreement for the May opening of "This Is Cinerama" at the Cine Casino, Buenos Aires. The presentation will operate on a road show basis.

The Buenos Aires opening is the first for Cinerama in Argentina.

Telemeter Showing Planned for Chicago

From THE DAILY Bureau

HOLLYWOOD, Feb. 2 — Louis A. Novins, president of International Telemeter Corp., has announced that the Illinois State Boxing Commission, sports writers, columnists and leading sports reporters from several western states will witness a special closed-circuit boxing show to be featured in Telemeter's "most extensive demonstration" at the Conrad Hilton Hotel in Chicago during the week beginning Feb. 10.

Ready Grauman Chinese For NT's Cinemiracle

From THE DAILY Bureau

HOLLYWOOD, Feb. 2—Grauman's Chinese Theatre, opened in 1927 with the "King of Kings" premiere, went dark at the weekend for a two-month reconstruction job to prepare it for the international premiere of National Theatres' Cinemiracle production, "Windjammer," early in April. Alterations will cost $500,000.

Reconstruction plans call for complete removal of the theatre stage, once used for elaborate presentation-productions for which the late Sid Grauman was famous, to accommodate Cinemiracle's wall-to-wall, floor-to-ceiling screen. Seats, now set at 32 inches back-to-back measurement, will reduce the seating capacity from back chairs set 40 inches apart. This will reduce the seating capacity from 1,906 seats to 1,452.

Syracuse Grads Honor Rubin for NCCJ Work

Syracuse University alumni, including a number from the motion picture industry, will honor J. Robert Rubin, former vice-president and general counsel of Loew's, Inc., at a luncheon here tomorrow for his many years of service as amusement industries national chairman for the National Conference of Christians and Jews.

Charles A. Smakwitz, New Jersey division manager for Stanley Warner Theatres, and a Syracuse alumnus, is in charge of arrangements for the luncheon, and Spyros S. Skouras, president of Skouras Theatres, who was co-chairman of the NCCJ's Brotherhood campaign with William J. Heineman of United Artists, for two consecutive years, will be present. The Syracuse University male choir of 60 voices will perform. Rubin, a Syracuse alumnus and donor of University endowments, will be presented a plaque.

Craft-Worker Pay Rises

HOLLYWOOD, Feb. 2. — The California Division of Industrial Relations monthly report has disclosed that production craft workers earnings averaged $137.42 in December, up from $128.99 in November and $125.16 the previous December.

The work-week averaged 41.8 hours, against 39.8 in November.

Wisc. Allied Meet Set

MILWAUKEE, Feb. 2.—Ben Marcus, president of Allied Independent Theatre Owners of Wisconsin, has completed negotiations for the organization's annual convention to be held June 16-17-18 at Oakton Manor, Pewaukee Lake, Wis.

. . . NEW ROUNDU

'Traveler' in K.C. Tomor

A contingent of motion and television personalities, in Brandon de Wilde, Paul Fo Lee Marvin, will attend the opening of C. V. Whitney' Missouri Traveler" at the Theatre, Kansas City, Mo., to evening. Th e opening, wh expected to raise several th dollars for the 20 Optimist C the area, will springboard mo 600 engagements of the Buen release in Midwest and South states next month.

New Film Section in W

"A Guide to Leisure Time," and comprehensive listing o York amusements and cultural is being published every Satu the "New York World-Telegr Sun." Included in the guide tailed information on curre coming motion pictures.

Three Win in UA Dri

United Artists' San Francisc tle and Montreal branches ha first place in the second lap of Heineman Drive, it was annou the week-end by co-captains Youngstein, vice-president, an R. Velde, general sales manag 27 U.S. and six Canadian ex are competing for the $50,0 prize pool in three groups o grossing potential.

Support 'Oscar' Teleca

Forty-three of the nation's exhibitors already have accep pointment as state or regiona men or co-chairmen of commi enlist exhibitor support f Academy Awards telecast on 26, Robert W. Coyne, special for COMPO, which is promot exhibitor cooperation campai nounced at the weekend.

'Sing' Saturation Is Biggest Yet for Fo

20th Century-Fox amoun the weekend that 1,417 pla between now and March ha set in the South for "Sing Boy which had its premiere Friday in Shreveport, La. This is the tensive area saturation in th pany's history, the annou stated.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, New Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandis published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Alman Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $1. Single copies, 10c.

DON'T REACH, PARDNER!



Should we keep this under our hats? Not by a long shot!

The Prize Baby has the drop on any and all the other means of advertising your coming attractions! Trailers have proved themselves the best draw in the West—and the North, East and South, too! They corral 42.9 per cent of your audience and lasso 43 cents prize money out of every dollar taken in at the box office.*

So, for ten gallon results at half-pint prices, remember you're covered with trailers!

* *From the Movie Market Trends, Issue 88, dated Dec. 2, 1957. Figures were compiled nationally by Sindlinger & Co. for a group of its nationwide theatre clients to determine the impact of trailers on ticket sales. Copies available on request.*

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Television Today

IN OUR VIEW

WE VERY often in the past, in this small public forum, have made considerable comment relative to the vital importance, as we saw it, of public service activity, of one sort or another, by the television industry. Now we feel it our bounden duty, and it is a real pleasure at the same time, to record publicly our approbation for just such activity in a couple of important directions.

Came recently to hand documentation by NBC of the remarkable value and success of the NBC Owned Stations' "Know Your Schools" project. At a recent luncheon in Washington, Thomas B. McFadden, vice-president of the NBC division, offered a comprehensive report on the achievements of the project, wherein NBC owned stations, both radio and television, in eight major cities devoted full resources for six weeks to a program designed to broaden public knowledge of the local educational system.

•

These startling figures come to light: some 800,000,000 audience impressions resulting from 200 hours of programming and 3,000 public service announcements, with a total estimated value of $1,000,000. All stops were pulled out, we are told, in the effort to set forth in clear terms the problems of each community's schools and to stimulate public interest in education. Documentary, dramatic performance, discussion, debate, remote pickups, all these techniques were utilized to get the message across most effectively.

The whole NBC effort was part of the general concept enunciated last year the Impact Public Service Policy. Under that general plan, each of the stations periodically concentrates its community service effort on a single project of outstanding import. It is impossible to over-estimate the plan's value.

Across the network alley, in the precincts of CBS, equally important work of the same genre is going on, and we take the opportunity to salute that organization. The initial offering on the CBS-TV new discussion program, under the general heading of "The Great Challenge," will be "Education for What," to be telecast Sunday, February 23, from 5-6 P.M., EST. Herein will be aired, with a group of noted educational authorities participating, discussion of the problems facing education in America today, especially in the light of the threat from behind the Iron Curtain. It also intends, we are informed, to clarify the present status of the field, and to chart a course for education in this country, aimed at solving the immediate and long range objectives of our educational system.

•

"Education for What" is the first of seven general discussions of phases of American life planned for exhaustive discussion on "The Great Challenge." Subsequent topics will embrace such as science, economics, human relations, and the like. The whole project is the work of the Public Affairs department of CBS News.

The third network, ABC-TV, is moving into 1958 with heady and ambitious programming plans, with promise of new markets, new revenues and fine prosperity. With that goes the responsibility, and the excellent opportunity, for public service programming. The opportunity should not be neglected.

We are told frequently of the vast differences between television in this country and abroad, almost always overseas under the guidance (?), direction or orders of the government. We happily revel in our free enterprise system. Good public service programming can go a long way to maintaining that state of affairs.

—Charles S. Aaronson

SUBLEASE
AIR CONDITIONED
FORMER WARNER PATHE NEWS STUDIOS
20,000 Square Feet
ON 2½ FLOORS • WILL DIVIDE
IMMEDIATE POSSESSION
Complete New Office Installation
PROJECTION ROOMS • 14 REGULATION FILM VAULTS
OPPOSITE NEW COLISEUM
BELOW MARKET RENTAL
261 Madison Ave.,
New York 16, N. Y.
COLLINS TUTTLE AND COMPANY
BEN S. ADELSON
MUrray Hill 2-4020

AAP Signs Million Dollar Deal in Australia

AAP, Inc. has just completed a new "million dollar sale" contract covering a major portion of its pre-1948 Warner Brothers features with two Australian TV stations. Warner features now will be seen on all four of that country's existing commercial TV outlets.

Norman Katz, AAP director of foreign operations, made the announcement at a press conference here Friday, declining to commit himself as to the exact number of features involved or the exact dollar amounts involved. The new sales are to Sun Television, Melbourne, and Television Corporation, Sydney, for stations HSV and TCN in the respective cities. These contracts cover "more than 500" films. There are approximately 750 sound films in the Warner library being marketed by AAP. The two other Australian commercial stations took some Warner features earlier.

Katz explained that "about 100" of the features involved are temporarily "restricted" for TV showings since they are being held out for theatrical reissue first. The AAP executive estimated that there are now about 200,000 TV sets in use in Australia at the present time and described the market as "growing fast."

The Australia deals, he continued, are the largest feature motion picture deals "made for foreign television by any company and the first total library placement abroad." At the present time, Australian stations show the features only on Sunday nights, when theatres are closed. As a result, Katz said, the TV showings should not have any adverse effects on Australian exhibition. However, he added, he expected the TV showings to start on other nights of the week as sponsors become available.

See Edict This Week

(*Continued from page* 1)

rate of validation, the necessary number of valid signatures will be reached by next Thursday or Friday, at which time checking will stop, deputy city clerk Foster King told MOTION PICTURE DAILY Friday. With slightly more than 40,000 signatures checked, he said, approvals are running between 69 and 70 per cent.

When 51,767 signatures have been validated by the city clerk's staff, the count will be turned over to the city council, which then can choose between putting the issue on the ballot for the regular June 3 election or calling a special election at a cost estimated beyond $100,000. Concensus is the former course will be followed.

'Raintree' Gross Strong

M-G-M announced at the weekend that the first 50 index-city engagements of the company's "Raintree County" have grossed $1,500,000. The engagements have aggregated 121 weeks of playing time, with the majority of them still in progress.

Cinerama Pr

(*Continued from page* 1

follows one it issued two wee and again asks stockholders to any proxies signed for Selhein fore the controversy became

Headed "Rule or Ruin—Th structive Approach of Perry heimer," the latest Sutliff lett stockholders their investment in danger" and quotes from vestment publication "The Line" a statement declaring th pany "in the soundest conditi it has been since its formation."

In answer to Selheimer's that the company will lose its sive rights to produce and Cinerama pictures in 1958, states that "this is no revelati no basis for concern. The im thing is that the non-exclusiv continues past 1958 and can r greater profit because of sub savings in operating costs by e ing large payments required v clusivity."

Sees a 'Smokescreen'

Sutliff calls "the fuss made Selheimer about preemptive r smokescreen." There is no pr contemplated plan to issue an of the company's stock, the C head asserts.

The "recent settlement of ences between Stanley Warn Cinerama, Inc. is a construct velopment," Sutliff also says letter. "It is our belief that Ci Inc., will not receive more th 5 per cent of box office rece rangement with Stanley Warn it would under its earlier a ment, because of other con made by Cinerama, Inc." C Productions "is a partner profits and would not give part of its 50 per cent intere small payment on the box of ceipts which Mr. Selheimer vocated," he adds.

Philadelphia Meeting Se

Sutliff also defends the co "failure to pay dividends" a the firm is now "for the first its career approaching a where it can consider" such p

In another action at the Sutliff invited stockholders to ing in Philadelphia tomorro at which they will be given a tunity to ask questions about eration of the company. The ence will be at the Warwick

Reopening in Mich

PORT HURON, Mich., F Dark for some time, the Rivi atre here has been reopened chael J. Chargot.



PEOPLE

lph Schimel, vice-president and l counsel of Universal Pictures, ng as general chairman of the picture division of the Legal ciety's current drive for funds.

□

Eskin, Wisconsin exhibitor retiring and moving to Arizona, est of honor at a luncheon in ukee last week. Principal speak- re: Ben Marcus for exhibition, Lorentz for distribution, and pheeris for Variety Club. Gov- Thomson of Wisconsin wired etings.

□

Johnston, president of Motion Association of America, will principal speaker at the Pacific est Conference on Banking, to d at Pullman, Wash., Apr.

□

n Platt, circuit sales manager ntinental Distributing, Inc., has romoted to the post of assist- the sales manager.

□

Sher, Columbus, O., Midwest r. has taken over operation Drexel Theatre, Bexley, O., e Miles circuit.

□

is Stein, eastern division man- amous Players Canadian Corp.,), has resigned after 28 years e company and is being suc- by Robert Myers, assistant yer for Famous Players. Stein ning to take active control of Chevrolet Ltd., Toronto.

Top Speakers

(Continued from page 1)

on the first day, presenting an s of the changing motion pic- arket based on his most recent . Representatives of newspa- adio and television will discuss st effective use of those respec- dia in reaching both the pres- lience and others.

Papas, vice-president of Alli- heatre Corp., will head a dis- of all phases of concession ons the following day. Also as- to the second day of the g will be reports on business g activities throughout the na-

h McLachlan, Allied equip- tudy committee chairman, will on present and forthcoming ent at the final session. Abram ers, Allied's general counsel, en define Allied's policies re- g important industry matters port on future programs and s. As has already been an- d, Joseph R. Vogel, president w's, Inc., will be the featured at the concluding banquet.

'U' Annual Net $2,843,833

(Continued from page 1)

stock, such consolidated net earnings amounted to $2.83 per share on the 927,254 shares of common stock outstanding, excluding shares in the treasury of the company, at November 2, 1957.

For the preceding year ended November 3, 1956, consolidated net earnings were $3,993,146 after provision of $2,880,000 for Federal income taxes. After dividends on the preferred stock, these consolidated net earnings amounted to $4.06 per share on the 927,254 shares of common stock outstanding, excluding shares in the treasury of the company.

Film rentals and sales for the 1957 fiscal year were $72,441,757 as compared with $77,609,698 for the previous year.

Joint Statement Issued

N. J. Blumberg, chairman of the board, and Milton R. Rackmil, president, made the following joint statement in conjunction with the report: "Universal, along with the motion picture industry as a whole, has been compelled to face continued reduction in box-office receipts and a consequent drop in film rentals from the domestic market. The anticipated rise in the summer months did not materialize and, as a result, that is reflected in the company's earnings. Business conditions in the industry make necessary drastic economies in Universal's operations at the studio and in its distribution facilities. The backlog of completed pictures will enable the company to maintain an orderly flow of releases until the beginning of 1959."

Foreign Market Cited

Blumberg and Rackmil pointed out that the stability of the company's earnings in the foreign market has helped to offset, "though by no means to overcome," the drop in the domestic market receipts.

"We are mindful of the potenials in television," they added. "During the past year our television department had a most successful year in producing for advertisers a wide range of commercials. Universal continues to watch the developments in toll-TV."

The annual meeting of Universal stockholders will be held at the home office here on March 12. As is customary, the election of ten directors will be one of the main items of business. Nominees are: Blumberg, Rackmil, Alfred E. Daff, Preston Davie, Albert A. Garthwaite, John J. O'Connor, Budd Rogers, Daniel M. Sheaffer, Harold I. Thorp and Samuel H. Vallance. All are already directors of the company.

Stockholders will also be asked to approve a resolution that steps be taken by the board of directors to provide that each director, except nominees of Decca Records, Inc., of which Universal is a subsidiary, shall own at least 100 shares of the common or preferred stock of Universal Pictures Company.

Text of Proposal

Lewis D. and John J. Gilbert, who hold ten shares each of 4¼ per cent cumulative preferred stock of the company, made the proposal and will present it at the annual meeting for the following reason: "The last proxy statement disclosed that five directors not nominees of Decca Records owned no stock, while a sixth owned only seven shares of common. Until such time as Universal is merged into Decca there is no reason why directors, other than those nominated by Decca, should not be stockholders."

Toll-TV Enters

(Continued from page 1)

what it should do. Sen. Thurmond (D., S.C.), who brought the matter up in the full Commerce Committee last week and was told to go to the subcommittee first, is pressing for a subcommittee meeting.

Most Sentiment Seen 'Against'

So far, there's no telling what will happen in either group. The general feeling is that there is overwhelming Congressional sentiment against TV, and that a ban would be approved if it ever came to a vote. But there's also some feeling that toll-TV proponents may be able to block the matter from coming to a vote.

Meanwhile, Rep. Beamer (R., Ind.), a member of the House Committee and author of an anti-toll-TV bill, told the House that Congressmen were getting "thousands of letters" and that these were "almost unanimously" opposed to toll TV. He said most letters came from families of moderate means who felt they could not bear the extra cost of toll TV.

Beamer Waxes Poetical

Beamer put into the Congressional Record a seven-stanza poem written by one constituent. The poem began: "we pay to our own TV; now that isn't funny. Did you ever try to stop and think just who gets that money?"

Rep. Hemphill (D., S.C.) introduced another toll-TV ban bill in the House, bringing the House total at this time to 12.

Lists Means to Help U.S. Films in Japan

Shiro Kido, president of the Shochiku Company of Japan, presented a nine-point program for improving business for American films in the Japanese market to the foreign managers of the Motion Picture Export Association last week. Although Kido is visiting the U.S. primarily to promote Japanese film production, he was acting as a representative of theatres controlled by the Shochiku and Toho companies.

Following the conclusion of the Japanese Film Week tonight at the Museum of Modern Art, the official delegation, with the exception of Kido and actress Hideko Takamine and her husband will return to Tokyo.

WARNER BROS.' TRADE SHOWS FEB. 5

WARNER BROS. PRESENTS

Lafayette Escadrille

STARRING

TAB HUNTER • ETCHIKA CHOUREAU

And Introducing BILL WELLMAN, JR. • JODY McCREA • DENNIS DEVINE

Screen Play by A. S. FLEISCHMAN • Music by LEONARD ROSENMAN

Directed by WILLIAM A. WELLMAN

ALBANY
20th Century-Fox Screening Room
1052 Bway • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P.M.

BUFFALO
Motion Picture Operators Hall
498 Peorl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Projection Room
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St. • 2:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.

MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.

NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 1:30 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

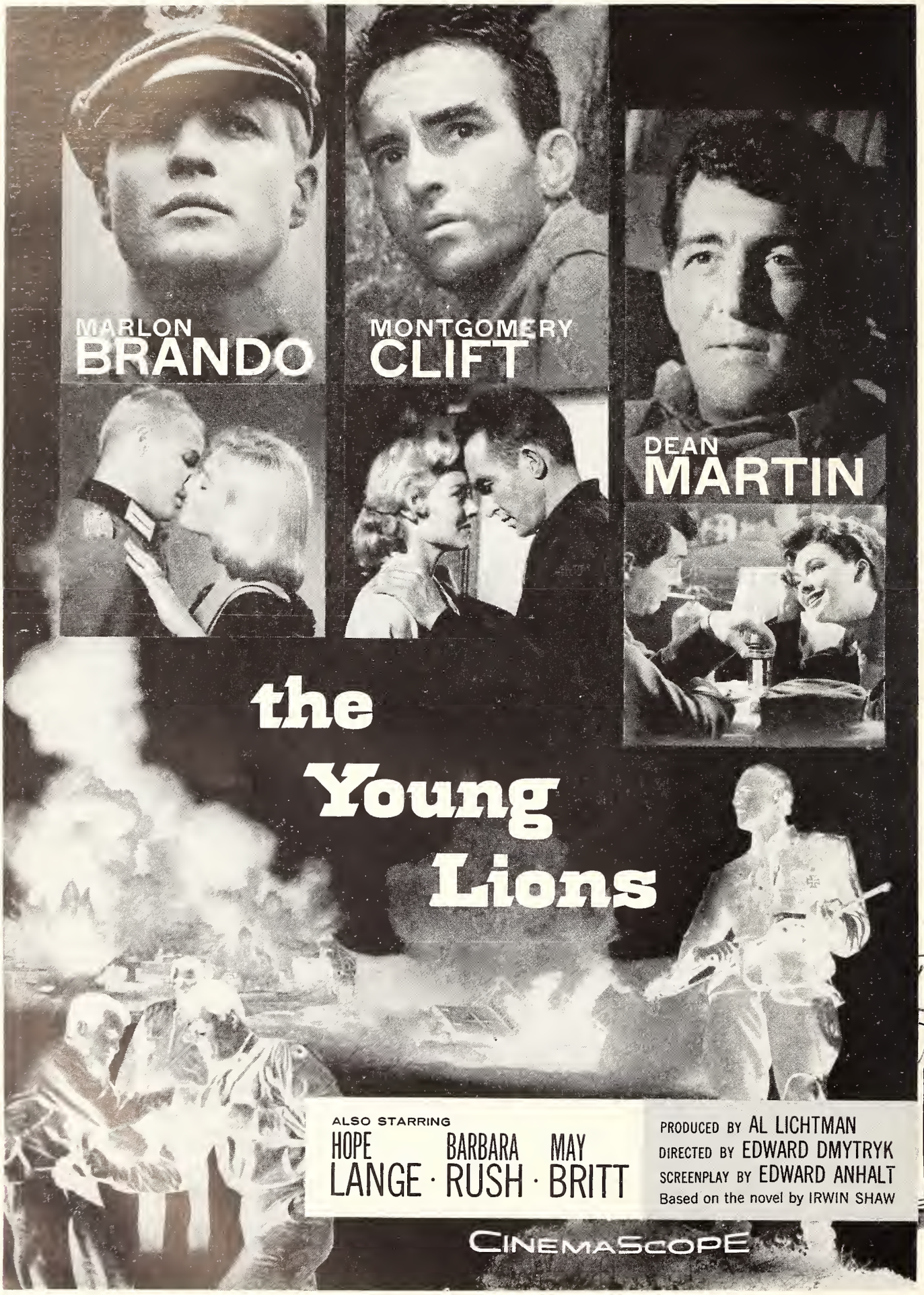
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

FOR SELECTED ENGAGEMENTS ONLY AT THE EASTER HOLIDAY SEASON...



All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 24 NEW YORK, U.S.A., TUESDAY, FEBRUARY 4, 1958 TEN CENTS

Louisville Meet

ays to Build rosses Top lied Agenda

, Plan Plea for End All Film Sales to TV

Special to THE DAILY

SHINGTON, Feb. 3.—Business ng projects, further sales of fea- ilms to television, film availabili- nd terms, and the acquisition of in theatres by large circuits the list of subjects on the agen- the board of directors of Allied Association at its meetings Feb. l 10 in Louisville, Ky., as well e National Drive-In Convention follows. This was announced in a statement issued from Al- eadquarters here. The board is o elect officers for the coming

ys of stimulating theatre attend-

(*Continued on page 2*)

he's Film Library Auction Block Today

e complete newsreel library of Pictures, Inc., amounting to ximately 20,000,000 feet of film ing the years 1910 to 1957, will the auction block today when ntire assets and property of the

(*Continued on page 5*)

ve Is Ninth Senator h Anti-Toll-TV Bill

From THE DAILY Bureau

ASHINGTON, Feb. 3 — Senator (R., Minn.) has become the Senator to sponsor legislation l at stopping toll television. roducing a bill to ban toll TV

(*Continued on page 5*)

Television Today

Page 4

Festival Teaches Japanese How To Make Films for U.S. Audience

By WARREN G. HARRIS

Expressing considerable satisfaction with the results of this year's Japanese Film Week, which wound up Friday evening at the Museum of Modern Art here, Shiro Kido, president of the Motion Picture Association of Japan, said yesterday that Japanese producers had learned a great deal on how to direct their films toward American audiences.

This new-found knowledge, according to Kido, who hosted the motion picture trade press at breakfast at the Hotel Warwick, amounts to the following: increasing the tempo of the Japanese films, and preparing more contemporary stories. While this may at times amount to sacrificing the Japanese artistic temperament to the whims of "the great bulk of audiences," Kido feels that the investment will be well-spent.

As for the films shown during Japanese Film Week, "The Lighthouse" and "Emperor Meiji and the Great Russo-Japanese War," two of the biggest boxoffice hits in Japan last year, failed to arouse excited audience appreciation here, primarily because they were over-long and lacked

(*Continued on page 5*)

U.S.-Soviet Negotiations Seen Underway in March

From THE DAILY Bureau

WASHINGTON, Feb. 3.—Formal negotiations between the U.S. industry and representatives of the Soviet Union for the sale and purchase of motion pictures under the new cultural agreement between the two countries probably won't start until mid-March, according to a spokesman for the Motion Picture Association of America.

It is expected, however, that MPAA

(*Continued on page 5*)

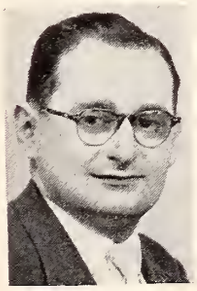
First 26 of 90 Players Set for Academy-TV

Ninety film stars, many of whom have not been on television before, will appear on the telecast of the 30th annual awards program of the Academy of Motion Picture Arts and Sciences. The program, produced by Jerry Wald, will be telecast and

(*Continued on page 4*)

Name Fred Goldberg Asst. to Roger Lewis

Fred Goldberg has been named executive assistant to Roger H. Lewis, United Artists national director of advertising, publicity and exploitation. The appointment is effective February 24. Goldberg is resigning as head of the Eastern office of the Blowitz Maskel Company, public relations organization.



Fred Goldberg

Since he entered the industry in 1946, Goldberg has handled a

(*Continued on page 5*)

Vandalism Bill Up Again in N.Y. Senate

Special to THE DAILY

ALBANY, Feb. 3.—William J. Butler, co-author of an Assembly-approved bill amending the domestic relations law to make the parent, guardian or person having legal custody of an infant 16 or under, liable in the

(*Continued on page 4*)

Carolina Exhibitors Endorse Business Building Program

Special to THE DAILY

CHARLOTTE, N. C., Feb. 3. — "Wholehearted endorsement" of the new business building program has been given by the Theatre Owners of North and South Carolina. At a meeting here yesterday the board recommended the program's adoption by every theatre in the Carolinas.

The board also passed a resolution urging production and distribution executives to call a complete halt to further sales of theatrical motion pictures to television.

Speaks at Yale

Industry Now Is on Upgrade, Says Johnston

Says 'Roller Coaster' Time Has Reached Turning Point

Special to THE DAILY

NEW HAVEN, Feb. 3 — Eric A. Johnston, president of the Motion Picture Association of America, addressing Connecticut theatre executives and newsmen in a Yale Law School lecture room today at noon, expressed the belief that domestic exhibition has finally reached the turning point of what was admittedly "an extensive roller-coaster period wherein the purveyors of gloom had a field day."



Eric Johnston

Attorney Herman M. Levy, general

(*Continued on page 3*)

UA, Plaza Theatre Sued In Anti-Trust Action Here

An injunction to enjoin United Artists Corp. and others from licensing their "art" pictures to the Eastside Plaza Theatre here "without giving neighboring theatres a chance to negotiate" is being sought by the operators of the Little Carnegie Theatre in an anti-trust action filed in New York Federal Court yesterday.

Beside United Artists, other defendants are 58th Street Playhouse,

(*Continued on page 5*)

SEC Lists Stock Buys By Loew's Officials

From THE DAILY Bureau

WASHINGTON, Feb. 3 — George Killion bought 29,600 shares of Loew's common stock in December, hiking his holdings to 30,600 shares,

(*Continued on page 3*)

PERSONAL MENTION

MILTON SPERLING, producer, has arrived in New York from the Coast.

•

LEO F. SAMUELS, JESSE CHNICH and CHARLES LEVY, Buena Vista general sales manager, Western division manager and advertising-publicity director, respectively, are in Kansas City from New York.

•

REUB KAUFMAN, president of Guild Films, has arrived in Hollywood from New York.

•

WALT DISNEY will return to New York tomorrow from London via B.O.A.C.

•

GINA LOLLOBRIGIDA was in Washington yesterday from New York.

•

FRANK LITTLE, formerly of the Radio City Music Hall staff here, has arrived in Chicago from New York to take over his new duties there as Paramount's central division field representative for "The Ten Commandments."

•

SIDNEY LANDAU, United Artists assistant treasurer, is recuperating in Beth Israel Hospital here following minor surgery.

Altman Leaving MGM To Enter Production

Al Altman, who established M-G-M's first talent office in New York in 1926, is resigning his post on Feb. 15. As Metro's Eastern talent executive, Altman sent to the Coast many players, most of whom remained to become stars or featured players. Prior to his association with M-G-M he was Eastern production representative of the Louis B. Mayer productions, in charge of distribution and finance.

Altman is planning to enter the field of independent production and is setting up an office in New York.

Mrs. L. N. Miller Dies

WASHINGTON, Feb. 3.—Funeral services will be held here Wednesday for Mrs. Louise Noonan Miller, pioneer art film exhibitor in Washington.

Mrs. Miller, who died at 64, first brought art films to Washington at the Little Theatre in 1935. When the Little proved a success, she opened a second theatre nearby, the Rialto, and later a third, the Playhouse. About 10 years ago she sold her theatre holdings to the Ilya Lopert interests.

Grosses Top Allied Agenda

(*Continued from page 1*)

ance will occupy both the board and the convention. First subject for the board in this respect, it was stated, will be the "so-called MPAA-COMPO-TOA business building plan" and "whether it is likely to get off the ground in the foreseeable future, and, if so, whether it will offer anything of value to subsequent-runs, small town theatres and drive-ins which predominate in Allied." Regardless of any all-industry plan, exhibitors must adopt a program of "self-help," and many promotional ideas will be discussed, the announcement said.

Will Re-Study Resolution

On the subject of film sales to TV, the Allied board plans to reconsider its resolution made at Kiamesha Lake requesting the distributors severally to give the theatres clearance over TV. "It seems likely the board will want to supplant it with a plea directed to the film companies individually and to others having authority over the question to discontinue all sales to television."

Problems of availabilities and terms will first be considered by Allied's Emergency Defense Committee the night of Feb. 9, under the chairmanship of Irving Dollinger. They will also be considered by the board on the basis of reply by the E.D.C. and will then come up in the film clinics at the drive-in convention.

Requests from drive-in operators that the convention protest the acquisition of drive-in theatres by the large circuits will also be a top subject.

COMPO an Item

The announcement today also listed other possible subjects for the board which have been suggested by its members and which will be taken up if time permits. These include a group insurance plan; special handling of roadshows; a survey of product for 1958; "failure of COMPO to hold a meeting at which Allied representatives could be seated and the establishment by COMPO of local committees without notice to or consultation with exhibitor associations in the area"; review of arbitration negotiations; status of distributor cooperation; and a report to be made to the Senate Select Committee on Small Business concerning Allied's efforts to carry into effect its recommendations.

Fox Phila. Building Is Sold to Syndicate

Special to THE DAILY

PHILADELPHIA, Feb. 3. — The Fox Theatre and office building here has been sold by Fox Philadelphia Building, Inc., a subsidiary of National Theatres, to a syndicate, in a transaction negotiated by Albert M. Greenfield & Co. The selling price was $1,250,000.

The theatre portion, which has a seating capacity of 2,400, will continue to be operated by National under a long term lease with the Greenfield firm.

More 'Witness' Shows

Following the success of its special preview programs in New York, United Artists has set additional advance showings for "Witness for the Prosecution" in Washington, D. C., Chicago, Minneapolis, Boston, Baltimore, Milwaukee, Philadelphia, Salt Lake City and Portland, Oregon, during the next 10 days.

Bogeaus Signs Moses

HOLLYWOOD, Feb. 3—Producer Benedict Bogeaus has retained Charles A. Moses, publicist in charge of Bel-Air Productions throughout its releasing deal with United Artists, to publicize his production, "From Earth to Moon," now shoooting in Mexico.

ABPC Acquires 100% Interest in ABC-TV

From THE DAILY Bureau

LONDON, Feb. 3.—Associated British Picture Corp., Ltd., has announced the acquisition of the minority shareholdings in its subsidiary company, ABC Television, Ltd. The minority interest was formerly held by newspaper groups.

ABPC now holds 100 per cent interest in ABC Television. In turn, a substantial interest in ABPC is held by Warner Bros.

Hyman In San Francisco

SAN FRANCISCO, Feb. 3 — Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres, will speak to exhibitors and distributors at Variety club quarters here tomorrow on the progress being made in the orderly release of pictures.

Hyman will address Southern California exhibitors on Feb. 11.

Brent Funeral Today

HOLLYWOOD, Feb. 3 — Funeral will be held tomorrow, at Forest Lawn, for John K. Brent, 38, manager-controller of TCF-TV studio, who died Friday. Formerly with Selznick, Desilu Productions and other studios, the deceased is survived by his mother and brother.

Dr. Flick Favors Bi For Film Classifyin

Special to THE DAILY

ALBANY, N. Y., Feb. 3. Marano-Conklin bill providing classification by the State E Department's motion picture of all films licensed, into thr gories, and for the mention specific classification in all the vertising, is desirable legislat Hugh M. Flick, former directo division and now executive to the Commissioner of Ed today told Assemblyman L Marano, Brooklyn Republican

Dr. Flick told Marano t measure "makes a good sta suggested it be somehow mac the bill does not propose a in the present setup—except advertising of classification measure, Dr. Flick said, shoul interpreted as requiring the st of a policeman at the theatre to enforce the ratings plan.

Dr. Flick, who now serves son between the motion pictu sion and Dr. James E. Allen, J cation commissioner, has lo vocated a ratings system.

Skelton to Make 'H

HOLLYWOOD, Feb. 3. Skelton has announced his i to reactivate his Val-Richy tions to make "Little Blue Hc a theatrical feature following sion of his television season. tribution channel has been ann

Para. Dividend 50

The board of directors o mount Pictures yesterday quarterly dividend of 50 ce share on the common stock March 14 to holders of record ary 26.

NEW YORK THEA

RADIO CITY MUSIC HAL
Rockefeller Center • CI 6-4600
MARIO LANZA
"SEVEN HILLS OF ROM
co-starring RENATO RASCEL • MARISA ALL
An MGM Release In TECHNIRAMA® and TECHNI
and SPECTACULAR STAGE PRESENTATION

Don't Blow Your
Play Safe-Order
SPECI
TRAILE
From Good Old Dep
FILMA
Always Quick - Alway
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 127 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

PEOPLE

rton Craft, who has been artists repertoire director at Mercury ds, has joined M-G-M Records ational recording director. He upervise the company's record- ctivities in New York and Hol- d.

□

orge Thomas, Jr., has resigned blicity director for Otto Preming- join Blowitz & Maskel as pub- director for Stanley Kramer plays.

□

llis Alpert and Arthur Knight, of Saturday Review," were awarded creen Directors Guild "Award utstanding Motion Picture Cri- ."

□

Dover has been signed by Walt y Studios as story and scenario . He formerly was with Univer- ternational in a similar capacity.

□

rman H. Waggershauser has named assistant general manager Apparatus and Optical (A&O) on of Eastman Kodak Co. He previously production manager. th C. Ogden, Jr., formerly as- production manager, has been l manager of manufacturing.

ms in Business' klet in Canada

e Motion Picture in Business," ly of the factors contributing success of the motion picture lic relations, training and sell- as been released by the educa- committee of the Association otion Picture Producers and atories of Canada.

study describes in some detail more and more" Canadian com- and organizations are turning motion picture as a successful telling their stories to the pub- l to specific groups of people, s an effective tool for training ndoctrinating employees and s.

g' Off to Big Start outhern Openings

nmy Sands helped launch "Sing ing" to top grosses over the end with personal appearances, ling with the openings of the Century-Fox film in Shreveport, and Nashville, the company ed yesterday. The film opened sses ahead of "April Love," hreveport's Don Theatre gross- 51 in one performance, topping tire opening day's business on Love." Dallas' Palace Theatre l to an outstanding $3,144 the ing day with Sands in person Nashville's Paramount Theatre 1,278, both ahead of "April

S.E.C. Report

(*Continued from page 1*)

according to the latest summary by the Securities and Exchange Commission of security transactions by corporation officers and directors.

Other Loew's officials acquiring stock in December were Samuel J. Briskin, who added 400 shares, now holds 900; and Robert H. O'Brien, who doubled his holdings by buying 500 shares. The report also showed that Joseph Tomlinson still owns 180,000 shares in his own name, another 5,000 through a corporation.

Serge Semenenko in December sold 80,000 shares of Warner Brothers common, but still owns another 80,000 plus 2,000 shares through a trust, the report disclosed.

Other transactions cited by the report included:

Sale of 1,600 shares of Republic Pictures common by Douglas T. Yates of his holdings through Tonrud, Inc., reducing the total to 206,337 shares, along with 3,527 in his own name; Tonrud also disposed of 3,800 shares of preferred stock, reducing these holdings to 8,400 shares. Herbert J. Yates bought 4,100 shares of common. He now owns 57,160 shares.

Rhoden Purchase Listed

Purchases by E. C. Rhoden and B. Gerald Cantor of National Theatres common: Rhoden bought 1,000 shares of stock owned through holding companies, to bring these holdings to 53,525 shares, plus 35,800 directly. Cantor acquired the only 15,000 held through Cantor Fitzgerald & Co., also owns 69,000 directly, plus another 16,000 parcelled through three other holding companies.

Ralph M. Cohn added 23,881 shares of Columbia Pictures common, now owns 41,030 directly and another 1,798 through a trust.

Sam Wolf bought 1,000 shares of Allied Artists common, to raise his holdings to 17,950 shares.

John A. Coleman doubled his holdings of AB-PT common to 1,000 shares.

Simplex to Manufacture At GPL, Pleasantville

Special to THE DAILY

PLEASANTVILLE, N. Y., Feb. 3. —Manufacture of Simplex motion picture theatre projectors, sound systems and associated accessories will begin in the plants of General Precision Laboratory Incorporated, here, it has been announced by James W. Murray, GPL president.

At the same time, Murray stated that all manufacturing operations of GPL'S subsidiary Simplex Equipment Corp. (formerly International Projector Corporation) in Bloomfield, N. J., will be suspended effective March 31. GPL is a subsidiary of General Precision Equipment Corp.

Movielab Open House

Open house will be held at the new film processing plant of Movielab Color Corp. at the Movielab Building here on Tuesday, Feb. 11.

UA Executives Will Attend 'Quiet' Opening

Robert S. Benjamin, chairman of the board of United Artists Corp.; William J. Heineman, vice-president in charge of distribution; and Max E. Youngstein, vice-president, will head the contingent of UA executives attending the benefit opening of Joseph L. Mankiewicz' "The Quiet American" at the Victoria Theatre here tomorrow night.

Rescue Committee Sponsor

Also participating in the event, which is being sponsored by the International Rescue Committee, are James R. Velde, UA general sales manager; Roger H. Lewis, national director of advertising, publicity and exploitation; Al Fitter, western division manager; producer-director Mankiewicz; and starlet Giorgia Moll.

Van Nomikos Dies; Was Illinois Circuit Head

Special to THE DAILY

CHICAGO, Feb. 3.—Van A. Nomikos, president and general manager of the Van Nomikos Theatres, died here Saturday at the age of 61. His wife and daughter survive.

Nomikos began his career as an usher and rose to doorman to manager to owner of his own chain of theatres. He was a former vice-president of Allied Theatres of Illinois, and was well known for his activities in the Order of Ahepa, a national Greek fraternal organization.

Eric Johnston

(*Continued from page 1*)

counsel of Theatre Owners of America, was among the audience that heard Johnston contend: "Like any major industry on the American scene today the motion picture has had to undergo change since World War II, and within change we have seen evidence of some spiralling off, some advance, and, more importantly, a vast increase in the degree of research."

No Longer Fears TV

Johnston also said: "I feel that while television had an initially profound effect on motion picture attendance in this country, that element has levelled off, and movie-going, a habit ingrained for several generations, has re-asserted itself in the number of families wishing to leave the confines of a living room or den and mix with other people in a modern theatre and see a color motion picture on a bright, clear screen. Yes, I'd say today we have the basic components of an upgrade mood, in production, distribution and exhibition."

High Court Recesses

WASHINGTON, Feb. 3. — The Supreme Court recessed until March 3 today without handing down decisions on two already-argued film cases—the CBS-Loew's parody fight, and the suit against the studios by actors and others who had refused to answer questions of the UnAmerican Activities Committee.

WARNER BROS. TRADE SHOWS FEB. 7

WARNER BROS. PICTURES PRESENTS A DOUGLAS FAIRBANKS, JR. PRODUCTION

CHASE A CROOKED SHADOW

STARRING

RICHARD TODD • ANNE BAXTER • HERBERT LOM

Also Starring ALEXANDER KNOX • FAITH BROOK

Screenplay by DAVID OSBORN and CHARLES SINCLAIR

Directed by MICHAEL ANDERSON

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Projection Room
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St. • 2:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 3:30 P.M.

MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.

NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 1:30 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Television Today

Who's Where

James W. Anderson, a veteran in the television and radio broadcasting field, has been named national sales manager for National Telefilm Associates' broadcasting properties, **Ted Cott,** vice-president in charge of NTA's owned and operated stations has announced. In his new post Anderson will be in charge of national sales for KMGM-TV (Channel 9), the NTA-controlled station in Minneapolis-St. Paul. He also will assume the same duties for WATV and WAAT (radio), in the Newark-New York metropolitan area when the NTA purchase is approved by the Federal Communications Commission. His operations will be expanded to cover other broadcasting properties as they are acquired by NTA.

□

F. Parker Hoy of radio station WLAM, Lewiston, Me., has succeeded his father, **Frank S. Hoy,** retired president and general manager, in the latter two posts.

□

Joseph M. Brandel, director of European operations for International Television Programs, Inc., the overseas distributing organization for Ziv Television Programs, Inc. has been elected a vice-president of the company, **Ed Stern,** head of the organization, announced.

Henry Salomon Dies; Made TV Documentaries

Henry Salomon, creator, producer and co-author of "Victory at Sea" and other television documentary films for the National Broadcasting Company, died here Saturday of a cerebral hemorrhage. He was 40 years old.

Many Shows to His Credit

Aside from "Victory at Sea," which was also released theatrically, Salomon had to his credit such documentaries as "Nightmare in Red," "The Twisted Cross," "The Jazz Age," "The Innocent Years" and "Three, Two, One-Zero." At the time of his death he was working on a history of musical comedy and a program to be based on Walt Whitman's "Leaves of Grass."

NTA Sets Reception

"George Jessel's Show Business," National Telefilm Associates' new television series highlighting leading personalities of the entertainment world of yesterday and today, will be unveiled at a reception and cocktail party to be held at the Friars Club Thursday.

Press Dept. at CBS Gets Realignment

A realignment of the CBS Television Press Information Department, both in New York and Hollywood, has been announced by Charles Oppenheim, director of information services for the network. The changes are being made in order to offer more specialized services to the nation's press and to affiliated stations.

James Kane will head up a new unit within the department responsible for the coordination of local station publicity. Kane will transfer from Hollywood to New York, where he will report directly to Oppenheim and work closely with the station relations department.

Blake Press Director

Effective immediately, Robert Blake will become director of press information, Hollywood. Blake, who has been at Television City for the past two years, is currently in charge of the department's special projects section. Also effective immediately, John Walsh will be named manager of special projects for CBS Television Press Information. This unit has been enlarged and will concentrate exclusively on special program projects. Walsh will continue to operate out of New York. Larry Lowenstein continues as director of press information, New York.

'Star System' Called Vital to the Industry

From THE DAILY Bureau

HOLLYWOOD, Feb. 3. — "The star system all over the world is still with us and will be," Dan Lundberg, conductor of the Dan Lundberg panel show over station KCOP, summarized last night after a half-hour discussion with a panel composed of Samuel D. Berns, manager of Quigley Publications' Hollywood bureau; Marshal Spencer Leve, Fox West Coast Theatres executive, and Sidney Harmon, independent producer.

The panel discussion ranged widely over the star's importance to the motion picture, past and present, in America and abroad, with Berns supplying fundamental facts established by Quigley publications' Money-Making Stars poll and Stars-of-Tomorrow poll.

Indispensable, Says Leve

Leve took the position that practical box office considerations make the star system indispensable to the industry.

Harmon said independent producers, facing the same problem as major studios with respect to obtaining star services, have talked about setting up a talent pool for their own protection, but that nothing has been done toward this end so far.

Three FCC Members Defend Their Activity

From THE DAILY Bureau

WASHINGTON, Feb. 3. — Three members of the Federal Communications Commission, headed by Chairman John C. Doerfer, today denied they had been guilty of any misconduct during their commission terms. They gave their answers to a house commerce subcommittee which today opened three days of hearings on staff charges that five of the commissioners were guilty of misconduct.

Doerfer got on the witness stand and denied wrongdoing at length. Commissioners Robert Bartley and Rosel Hyde defended themselves in statements released during the hearings. Two other commissioners—Robert E. Lee and Richard A. Mack—were silent for the moment, but will certainly take the same line when it's their turn to speak.

Expense Money an Issue

Committee counsel Bernard Schwartz presented evidence to show that Doerfer had charged the government expenses on various trips and had also taken expense money from the organizations he was visiting.

Doerfer, denying any wrongdoing, charged the subcommittee had "ignored the rules of fair play" and had "smeared" him and other commissioners by "distortion and innuendo."

In one instance, he said, where he got a $575 check for attending the National Association of Broadcasters convention in Spokane, $275 was for his wife's expenses and the other $300 was a fee for a speech he made there.

Asserting it was entirely proper to take a fee for his speech, Doerfer insisted he had followed his conscience in every decision made at the commission.

Vandalism Bill

(*Continued from page* 1)

maximum amount of $250 for damages to real or personal property of another when done "wilfully, maliciously or unlawfully," said today he hoped for favorable Senate action.

The Buffalo Legislator stated that "strangely" no support for the measure has been given by theatre owners and managers, this year or in the past. Governor Averell Harriman vetoed a somewhat similar measure, in 1956—after it had been defeated, then reconsidered and passed, in Senate.

Adopted 95 to 51

The current bill was adopted by the Assembly 95 to 51, after sharp debate. Butler and Senator Stanley Bauer, of Buffalo, claim it would combat juvenile delinquency. The opponents, especially lawyer members, assert the principle of holding a parent or guardian responsible for the acts of children is questionable. They also argue the bill would cause family friction and might encourage youngsters to "punish" their parents. A number of influential organizations oppose the proposal.

First 26 Sta

(*Continued from page* 1

broadcast over the combined f of NBC on March 26, withou mercials. The theme of the p will be "90 Stars in 90 Minut

Top Talent Included

Names of the first 26 players cept invitations to appear on th were released yesterday. The Lauren Bacall, Ingrid Bergma Brynner, Bing Crosby, Tony Kirk Douglas, Clark Gable, Grant, Mitzi Gaynor, Kathy Charlton Heston, Rock Hudso Hope, Tab Hunter, Gene Kelly Leigh, Jack Lemmon, Sophia Dean Martin, Paul Newman, C Peck, Frank Sinatra, Lana Bob Walker, Natalie Wooc Joanne Woodward.

Texans Back Teleca Of Academy Award

Kyle Rorex, executive secret Texas COMPO, has advised C that 28 Texas exhibitors have ac appointment on a state commi solicit exhibitor support fo Academy Awards telecast on 26, Robert W. Coyne, COMP cial counsel, announced here day. The list of exhibitors in representatives of leading circ well as individual theatre ow some of the smaller towns an of the state.

CinemaScope Instal On 2 More Vessels

The Italian Line has comple stallation of CinemaScope equ in all three classes of the mot sels Saturnia and Vulcania, it v nounced here recently. The lation was motivated by the of CinemaScope in all three aboard the SS Cristoforo Colom the motor vessels Giulio Cesa Augustus, the announcement out.

Wirthwein Convales

HOLLYWOOD, Feb. 3 — Wirthwein, Allied Artists weste sion sales manager, who und an emergency appendectomy day, will leave the hospital to for convalescence at home.

Travis Banton Dies

HOLLYWOOD, Feb. 3 — I arrangements are being made Travis Banton, 64, veteran c director and fashion designe died Sunday.

Book 'Oregon' in L

Allied Artists' "Oregon P has been scheduled to open F 11 in 15 Los Angeles area t five of them indoor and the drive-ins.

the Auction

(Continued from page 1)

t film company are put up for re today by David Strauss & uctioneers.

nded in the historical film rec- e the inauguration of President ; Czar Nicholas and his court; ining of soldiers during World and the bombing of obsolete ips by Billy Mitchell's bomb- the 1920's.

ormed by Charles Pathe

newsreel company was origi- formed by the late Charles n Paris. In the early '30's, the el was taken over by RKO Pic- nd more recently by Warner who sold it in 1956 to Studio s, Inc. When Pathe Pictures, was adjudicated bankrupt this he company's assets, including svsreel collection, another group t musical films, and all sorts ion picture, photographic and equipment, were turned over us & Co. to be sold at auction.

e Toll-TV Bill

(Continued from page 1)

lasts, Thye told the Senate that Congress convened early in y, "my office has been flooded tters and petitions in opposition action which might be taken norize pay television in private My correspondence and pub- inion polls which have been ndicate the overwhelming con- f the general public."

he House so far, twelve bills een introduced aimed at stop- oll television one way or an-

nese Festival

(Continued from page 1)

of interest to Americans, Kido The Lord Takes a Bride," how- he first Japanese film in Cine- pe, and akin in subject and ent to the American derring-do was warmly received here, he

Wants an Agent Here

ire promotion plans for the se film industry abroad will be d upon Kido's return to Tokyo is report to the association's ers. Among other things, Kido like to see the appointment of anent New York representative e Japanese film industry, the shment of a show-case theatre and perhaps in several other throughout the country, and the holding of similar Japanese Film Weeks in such cities as London and Paris. He was especially grateful to his "competitor," the Motion Picture Association of America, which had given him "a great deal of assistance and help throughout the two Japanese Film Weeks here."

REVIEW:

Lafayette Escadrille

Warner Bros.

HOLLYWOOD, Feb. 3

WILLIAM WELLMAN, winner of a Croix de Guerre with two palms and four citations for his World War I service in the Lafayette Escadrille, and of the first Academy Award for his 1927-28 production of "Wings," produced and directed "Lafayette Escadrille" and wrote the story from which A. S. Fleischman derived the screenplay. The picture, produced in 1956, concerns the young Americans who enlisted in the Lafayette Escadrille to fight for France before the United States entered World War I, and many of the players portraying fliers in the picture bear the names of Americans who did in fact the things these players do in this fiction. One of them, William Wellman, Jr., portrays his father. In view of all this there can be no question of authenticity in those areas of the picture where the training and flying and fighting are shown, which are the picture's best areas.

On the other hand, the hero of the picture is about as unheroic, inglorious and altogether unadmirable as the exploits of the Lafayette Escadrille were splendid, and the producer-director-writer has gone to such extreme lengths to display his hero's delinquency that most audiences, nurtured on the Lafayette Escadrille tradition of valor these 30 years, are likely to question the authenticity, as well as the taste, of the story. With Tab Hunter the only marquee name for billing purposes, and with a large part of the dialogue spoken in untranslated French, the production presents promotional problems of challenging proportions.

The picture opens on Hunter in the act of stealing an automobile which he drives into a bicyclist who is critically injured. It switches to his home, where his father strikes him repeatedly in the face by way of discipline. Hunter then stows away on a ship headed for France and, after meeting and falling in love with a professional prostitute in Paris, enrolls in the Escadrille. He doesn't take kindly to training, strikes his drill instructor, is imprisoned to await court martial, is liberated by his fellow-trainees and becomes a deserter. Back in Paris, he lives with the girl, who has given up prostitution in favor of becoming a subway conductor, and goes through a do-it-yourself wedding routine with her. Unable to leave their quarters, lest he be picked up as a deserter, he persuades the proprietress of the brothel where the girl formerly plied her trade to employ him as a panderer, paying him a percentage of the take from patrons he brings in, and furnishing him protection against arrest. He has worked his way down to this level when, after the United States has entered the war, he picks up an American General seeking the kind of company he has for sale and tells him, on their way to the house of dalliance, the story of his life. The General listens, sympathizes, arranges his enlistment in the U.S. Air Force, and shortly after that Hunter goes back to Paris and marries the girl in a church.

The girl is played by Etchika Choureau, the U. S. General, a most unhappy casting, by Paul Fix; and Marcel Dalio is seen as the excitable French drill instructor whom Hunter strikes. Jody McCrea, son of Joel, and Dennis Devine, son of Andy, make their first screen appearances in the film, playing pilots.

It is by no stretch of rationization a picture for children.

Running time, 86 minutes. Adult classification. Release, in March.

WILLIAM R. WEAVER

ASCAP Meet Set

The West Coast meeting and dinner of the American Society of Composers, Authors and Publishers will be held on Thursday, Feb. 27, at 6:30 P.M. at the Beverly Hilton Hotel in Beverly Hills, Cal.

Fred Goldberg

(Continued from page 1)

variety of film publicity and promotion posts. Starting with the exploitation department of Paramount Pictures in New York, he remained with that company for six years, successively serving as assistant to the exploitation manager, trade press contact, newspaper and syndicate contact, and promotion manager.

With RKO in 1952

In 1952 Goldberg joined RKO Pictures as assistant publicity manager later becoming associated with I.F.E. Releasing Corp., where he was national director of advertising, publicity and exploitation. He has been a vice-president in charge of operations of the Norton and Condon public relations firm. He assumed direction of Blowitz Maskel's Eastern office in 1956.

UA, Plaza Theatre

(Continued from page 1)

Inc., operator of the Plaza; Max Fellerman, Ilya Lopert, Robert S. Benjamin, Arthur B. Krim, William J. Heineman and Robert W. Dowling.

The Little Carnegie Theatre, Inc., charges the defendants with conspiring to restrain trade by allegedly making product available to the Plaza on an exclusive basis for their personal gain. Specifically, the suit charges that "Witness for the Prosecution" was booked into the Plaza by the defendants without first offering it to other theatres, including the Little Carnegie, which could "offer better earning potential," according to the suit.

Complaints Not Yet Served

None of the defendants reached for comment here yesterday had been as yet served with the complaint, and all reserved comment until it was forthcoming.

U.S. and Soviet

(Continued from page 1)

head Eric Johnston, who has been asked by the State Department to negotiate with the Russians, will probably have a preliminary meeting with a Sovexport film representative some time during the last week of February.

Meeting Slated Here Today

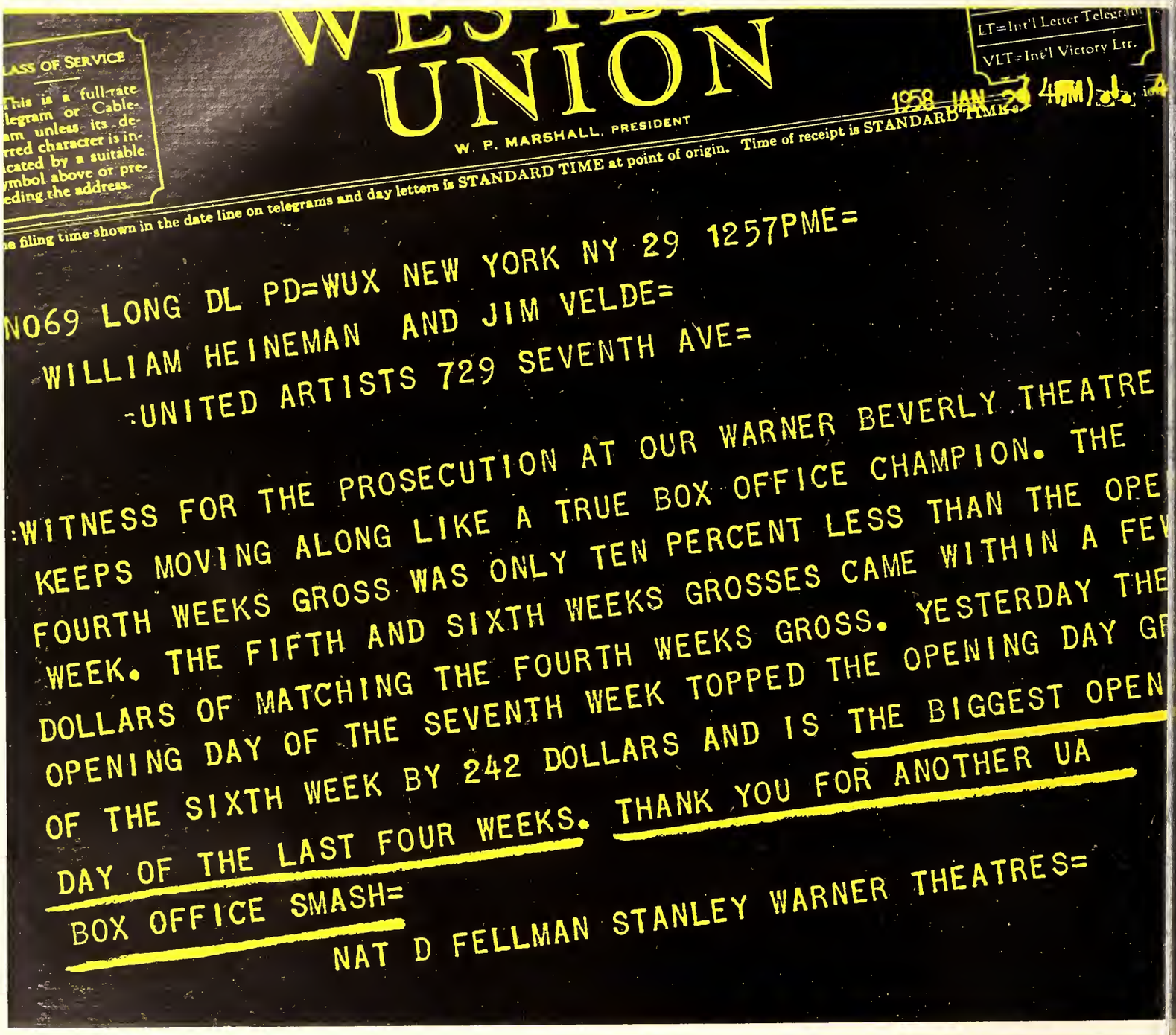
Johnston is scheduled to meet tomorrow afternoon in New York with distributor representatives, to discuss with them their part in dealing with the Russians under the new agreement.

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EXHIBITOR WITNESS #1 REPORTING **RESULTS**



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WILLIAM HEINEMAN AND JIM VELDE=

=UNITED ARTISTS 729 SEVENTH AVE=

=WITNESS FOR THE PROSECUTION AT OUR WARNER BEVERLY THEATRE KEEPS MOVING ALONG LIKE A TRUE BOX OFFICE CHAMPION. THE FOURTH WEEKS GROSS WAS ONLY TEN PERCENT LESS THAN THE OPE WEEK. THE FIFTH AND SIXTH WEEKS GROSSES CAME WITHIN A FEW DOLLARS OF MATCHING THE FOURTH WEEKS GROSS. YESTERDAY THE OPENING DAY OF THE SEVENTH WEEK TOPPED THE OPENING DAY GR OF THE SIXTH WEEK BY 242 DOLLARS AND IS THE BIGGEST OPEN DAY OF THE LAST FOUR WEEKS. THANK YOU FOR ANOTHER UA BOX OFFICE SMASH=

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All News that News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 25 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 5, 1958 TEN CENTS

Ticket-Selling Campaign Assured Start Next Month

Allot $2,220,000 for 'Oscar' Telecast; Newspaper, Radio Drives and Public Relations; Allied States Not Committed

By JAMES M. JERAULD

The industry's business-building and public relations campaign will take off from the launching platform with the Academy Awards telecast March 27. Its backers hope it will get into orbit immediately and stay there indefinitely.

Major theatre circuits—Stanley Warner, American Broadcasting - Paramount Theatres, National Theatres and RKO Theatres have agreed to share in the financing and to base their payments on one-half of one per cent of the 1957 film rentals, with Motion Picture Association matching payments dollar for dollar. Loew's Theatres are in favor of the business-building idea and are expected to approve the plan shortly.

At a press conference yesterday at the Motion Picture Association, it was emphasized that this will be an all-industry undertaking, not an organizational one; that it is hoped to be a

(*Continued on page 4*)

Simons Joins Sindlinger New Workshop Division

M. L. "Mike" Simons, former director of customer relations for Loew's-M-G-M, was named as vice-president in charge of Sindlinger & Company's new motion picture industry division to conduct a nation-wide program of business - building, ticket - selling workshops for exhibitors at a local level.



M. L. Simons

Albert E. Sindlinger, president of

(*Continued on page 2*)

Disney Quarter Profit Reported at $527,684

From THE DAILY Bureau

HOLLYWOOD, Feb. 4 — Consolidated net profit of Walt Disney Productions for the quarter ending Dec. 28 was $527,684, it was disclosed here today following a board meeting at which all officers and directors were reelected. This figure is equal to 34 cents per share, which compares with

(*Continued on page 2*)

Rename Lider for 3rd Term as N.E. President

Special to THE DAILY

BOSTON, Feb. 4—For the third consecutive term, Edward W. Lider was reelected president of Independent Exhibitors Inc. of New England at a luncheon meeting held today at the Hotel Bradford. Melvin Safner, Woonsocket, R. I., first vice-president; Edwin Fedeli, Worcester, second vice-

(*Continued on page 2*)

Elect Golden a Member Of United Artists Board

Herbert L. Golden, who joined United Artists on Jan. 1 as vice-president in charge of operations and president of United Artists Television, wholly-owned subsidiary of UA, has been elected a member of the board of directors of the parent company.

Warns Against Anyone's Label on Campaign

Speaker after speaker at the press conference on the industry business-building campaign held at Motion Picture Association offices here yesterday emphasized the non-organizational identity of the campaign and its all-industry character.

The point was insisted upon, despite several prior assurances from speakers, by Sol A. Schwartz, presi-

(*Continued on page 4*)

Pathe Auction Draws Crowd; Top Bid for Newsreel Library $23,000

By WARREN G. HARRIS

The former Pathe Pictures, Inc. offices here were jammed with "bargain hunters" yesterday as the company's entire assets and property were put on the auction block by David Strauss & Co. under the direction of Walter E. Heller & Co., mortgagees.

While there were many and heated bids for the Pathe film library, which includes 22,000,000 feet of old newsreels and several series of theatrical and educational short subjects, none were accepted as final, pending decision by the mortgagee.

An unidentified woman made the highest bid, $23,000, for the newsreels alone. The newsreels, combined in a package with a complete sound effects library, received a high bid of $26,500.

The greatest interest was shown in Pathe's "News Magazine of the

(*Continued on page 2*)

Hyman Says Exhibitors Can Now Plan Ahead

Special to THE DAILY

SAN FRANCISCO, Feb. 4 — With important films now more evenly spaced for release, the exhibitor should make long-range plans for such films, it was emphasized here today by Edward L. Hyman, vice-president

(*Continued on page 2*)

...ups Agree ...act Plan to ...ntrol U. K. ...les to TV

...Must Exclude Britain ...ture Library Sales

By PETER BURNUP

...DON, Feb. 4.—After working ... cloak of secrecy for several ... he committee comprising the ... the industry's five trade asso... announced here today that ...nt has been reached "in prin... a proposed scheme to con... sale of films to television. ...n details of the agreement are ... be decided and will be an... later. As it now stands, the ...nt sternly warns that exhibi...

(*Continued on page 2*)

...Asks Reversal of ...ayments Ruling

...rom THE DAILY Bureau

...HINGTON, Feb. 4. — The ...n Federation of Musicians to... ...ed the Supreme Court to re... California Supreme Court rul... payments for the music in ...d to television should be made ... as wages to the musicians in... to a union charitable trust. ...AFM joined forces with CBS,

(*Continued on page 2*)

...NTA Pictures Sales ...ing Set Here Friday

... first national sales meeting of ...ctures, Inc. will be held start... Friday at the new NTA of... the Coliseum Tower here, A. ...walberg, director, announced ...y. ...g part will be Murray Kaplan,

(*Continued on page 4*)

...elevision ...Today

Page 4

PERSONAL MENTION

JAMES R. VELDE, United Artists general sales manager, will leave here today for Detroit.

•

MRS. ALBERT FLOERSHEIMER, JR., wife of the public relations director of Theatre Owners of America, has given birth to their first child, ADRIENNE, at Fitkin Memorial Hospital, Neptune, N. J.

•

MILTON E. COHEN, United Artists Eastern and Southern division manager, has left New York for a vacation in Florida.

•

STEVE KAPLAN, of the United Artists publicity department in Hollywood, has left New York for Berlin via B.O.A.C.

•

ROBERT J. EVANS, recipient of the Photoplay Gold Medal Award for his work in "The Sun Also Rises," will return to Hollywood today from New York.

'Henry' Opens at Odeon

Notables from New York society, politics, civic officials and celebrities from the entertainment world attended the gala formal benefit premiere of the Rank Film Distributors of America presentation of Laurence Olivier's "Henry V" at the Odeon Theatre here last night. Proceeds from the performance benefited the Women's Division of the March of Dimes.

Univ. Dividend Set

The board of directors of Universal Pictures has declared a quartely dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable March 1, to stockholders of record at the close of business on Feb. 14.

UA Dividend 35¢

The board of directors of United Artists Corp. yesterday declared a regular quarterly dividend of 35 cents per common share, payable March 28 to stockholders of record March 14.

'Dangerous' Bows Tonite

Gina Lollobrigida and Rinaldo Petrignani, Italian deputy consul general, will head an array of notables attending tonight's benefit opening of "Beautiful But Dangerous" at the Mayfair Theatre here.

Enact Plan

(*Continued from page* 1)

tors will refuse to book the product of any producer or distributor, British or foreign, who as of Feb. 4, 1958, negotiates sales to television. It is specified that American majors and producers selling future libraries to independent TV groups must bar the United Kingdom from such contracts, otherwise all their product will be subject to boycott. It is understood that the Americans, both individually and through the Kinematograph Renters Society, all gave the scheme their 100 per cent support.

Following the announcement that agreement had been reached, General Council of the CEA issued a report divulging the main details of the plan, namely, the setting up of an authority by the five associations to be financed from a seat fund of one farthing per theatre seat sold. The authority will be a company without share capital, with the respective sections having an agreed number of directors and an estimated income of one-half to three-quarters of a million pounds.

The funds will be used to acquire the United Kingdom television rights to films offered to the TV networks here. It is a voluntary scheme and cinemas which have a weekly take of under £200 (approximately 1,800 cinemas will be exempt.

Simons to Sindlinger

(*Continued from page* 1)

Sindlinger & Company, business analysts of Ridley Park, Pa., in announcing this program, said he believes the time is ripe for "dynamic action to effect an upturn in theatre business."

Stanley Tishk, client supervisor of Sindlinger's weekly theatre service, will assist in the program. Simons will join Walter V. Marxmeyer, Jr., in the Sindlinger office just opened in New York.

Earlier reports that Simons had joined Filmack Trailer Co. in Chicago proved premature. Simons said he negotiated with Irving Mack, head of Filmack, but that the negotiations were not consummated.

Disney Quarter Profit

(*Continued from page* 1)

46 cents per share for the like period a year ago. The decline was attributed to the seasonal loss of Disneyland during the winter months.

The directors declared a regular quarterly dividend of 10 cents per share on the outstanding 1,537,054 shares of common stock, payable April 1 to stockholders of record on March 14.

'Desire' Bow Will Aid Yale Scholarship Fund

The establishment of a Eugene O'Neill Scholarship Fund at the Yale University School of Drama will be started with the proceeds from the world premiere engagement of Paramount's production of O'Neill's "Desire Under the Elms," at the Odeon and Sutton theatres here on March 12, it was announced yesterday by F. Curtis Canfield, dean of the Yale School of Drama.

It is estimated that the monies raised from the sale of tickets, which are priced at from five to 50 dollars, will total close to $15,000. The scholarship fund will provide tuition for promising gradnate students in play writing.

Rubin Honored at Lmch For Brotherhood Work

J. Robert Rubin, former vice-president and general counsel of Loew's, was honored by the Syracuse University Alumni Club of New York City at a luncheon at the Brass Rail here yesterday for his years of service as national chairman of the amusement industry for the National Conference of Christians and Jews. Rubin, a trustee of the University, was presented with a plaque.

Pathe Auction

(*Continued from page* 1)

Screen," a monthly educational film series. Hearst-Metrotone bid $10,000 in cash for the series, which includes a library of back releases and rights to produce and distribute future editions. "News Magazine" was also bid for, with $130,000 being the highest offer.

Bob Youngson of New York City made the only bid, $2,650, for a package of 32 one and two-reel short subjects. There were no bidders for a series of half-hour films entitled "Showtime."

25 U.S. Films to Poland

WARSAW, Feb. 4—An agreement with the Polish government for the showing of 25 American films has been concluded here by Marc Spiegel of the Motion Picture Export Association of America. Reimbursement in dollars will be made to the American companies by the State Department.

'American' Bows Tonite

International press coverage has been added to the report by American newspapers, newsreel and television for tonight's benefit premiere of the Joseph L. Mankiewicz production of "The Quiet American," Figaro presentation for United Artists, to be held here at the Victoria Theatre.

AFM Requ

(*Continued from page* 1

NBC, Loew's, Republic, Decca and Coral records, and involved in the distribution theatrical films to television.

In June, 1955, the agreemer the AFM then in effect were a so that all payments to m were discontinued and th made to the trustee of a Ne charitable trust created to edu public to appreciate music a stimulate the hiring of music private employers.

Sole legal question invol whether the California Suprem disregarded the Fourteenth ment of the Constitution in that California law permits tion of jurisdiction over San Rosenbaum, the trustee, wh New York. He was not pe served and did not appear case.

Rename Lider

(*Continued from page* 1

president; Henry Gudet, N. H., secretary and Julian R Newton, treasurer, were all elected for a second term.

Norman Glassman of Low reelected chairman of the Nathan Yamins of Newton elected national delegate wit Rifkin alternate delegate.

Preminger on TV T

Otto Preminger, producer, pected to take sharp issue w cently published downbeat sta regarding the industry when pears today on the Tex and Ji vision show over WRCA-TV fr P.M.

Hit Sales to TV

BALTIMORE, Feb. 4.—M of Allied Motion Picture Owners of Maryland, Inc., adopted a resolution asking ducers and distributors to tinue forthwith" the "unfair pr of selling, renting or releasi theatrical films for broadcast television.

Hyman Asks Exhibi

(*Continued from page* 1

of American Broadcasting - Par Theatres, in a speech to 200 d tors and exhibitors assemble meeting sponsored by the N California Theatre Associatio Variety Club, Tent 35.

Hyman distributed release ules of all companies for 1958, ing that top-quality product available during the "orphan n of May, June, September and O

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 127 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

2,000,000 READERS MONTHLY!

se columns appear in LOOK, McCALL'S, GOOD HOUSEKEEPING, MOPOLITAN, REDBOOK, SEVENTEEN, PARENTS', TRUE STORY. l the Lion's Roar Column in THE SATURDAY EVENING POST.

PICTURE
OF THE MONTH

only Hell is being unable to love..."
says Yul Brynner as Dmitri, most onate of "The Brothers Karamazov", fiery scene from the filming of this y novel. He is speaking to Grushenka, iant beauty craved by his own father. rushes a kiss across Dmitri's lips, ering:
at's all I have — being able to love. you came in tonight, I thought my would burst. I wanted you so much. hen I saw your eyes... and the pis- were you really going to shoot me?"



s scene has a lusty excitement. So he entire story of the exploding emo- of the Karamazovs—father and sons r loves, their friends, their enemies. r-director Richard Brooks' adapta- nd the throbbing performances of a all-star cast faithfully follow the moods of master story-teller, yevsky.
ording to producer Pandro S. Ber- more than half of the large Avon ction budget went to acquire the ex- ight stars. Brynner is magnificent in test role since his Award-winning King and I". Maria Schell, already l as a great international actress, new acclaim with her role of earthy, Grushenka and Claire Bloom's cling- uddenly awakened Katya solidifies pularity with audiences. Others elo- ly present in this sprawling canvas Lee J. Cobb, Albert Salmi, Richard art and William Shatner.
G-M has planned "The Brothers nazov" for ten years. As the result led before us in Metrocolor, we were hey waited for the perfect creative nation of technicians and cast.
list of the cast is complete without oning one more person. The viewer. ot too much to say that anyone who ver loved, hated, prayed, sacrificed, or plotted revenge... *must* find some f himself or herself here. The best he worst part. Or both.
ll men are brothers, so are all men omen "The Brothers Karamazov". It listinct and distinguished achieve-

"Get more out of life... go out to a !"

Picture
OF THE MONTH

"Merry Andrew" in two happy words is Danny Kaye. And this new Sol C. Siegel production from M-G-M in CinemaScope and Metrocolor is Danny's first picture in three years.

Danny has lots of most agreeable co-starring company to help with the high-flying hilarity. Extra added distractions like lovely Pier Angeli. And the celebrated basso, Baccaloni, who made his comedy debut in "Full of Life". As well as Robert Coote of "My Fair Lady" fame, together with Noel Purcell and Patricia Cutts.



But most of all, the story is decidedly off the beaten sound track for even the biggest of musical comedies. It also happens to be very funny, with scope for all of Danny's ten-foot-tall talents. He is Andrew Larabee, shy-guy schoolteacher in an exclusive boys' school who, while searching for a fabled Roman treasure, pitches camp on a site claimed by a traveling circus.

Danny as a lion-tamer... Danny in top hat and tails on the flying trapeze... Danny as a chin-up "stout fella" who tries to teach manners to five volatile Gallini Brothers who own a circus... are just a few of the justly heralded Kaye-O's.

Michael Kidd, making his director debut, puts the same dash and pace into the romantics and plot antics as into the dance sequences for which he's been known hitherto. Based on a story by Paul Gallico, Isobel Lennart's and I. A. L. Diamond's screenplay keeps everybody hot and humming.

Speaking of humming, the songs (music by Saul Chaplin, the associate producer, and lyrics by Johnny Mercer) alternately jump, soothe, astound and titillate. Of the eight tunes, we bring to our mind's ear: the ballad "You Can't Always Have What You Want", the happy-go-lickety "Everything is Tickety Boo", the pantomimed "Pipes of Pan", the patter delight "The Square of the Hypotenuse", and "Buona Fortuna", whose bacchanalian flavor so robustly co-features Baccaloni.

"Merry Andrew" is aptly named. Not just something for everybody. But just about everything for everybody—all wrapped up in a big bright Metrocolor package. A continuous flow of fun, fun, fun.

ONLY M-G-M DOES IT!

M-G-M alone highlights its vast advertising penetration with regular monthly columns in top national magazines.

Now the mighty "THE BROTHERS KARAMAZOV"; next "MERRY ANDREW" for your Happy Easter Holiday Attraction.

These famed columns command preferred attention, up front, with no other ads permitted, on the most-read "Table of Contents" page. They are rated "best-read of their size" by the scientific Starch surveys.

Just part of the big build-up for TWO bountiful blockbusters from M-G-M...

"THE BROTHERS KARAMAZOV"

•

"MERRY ANDREW"

P. S.
"SEVEN HILLS OF ROME" BIG AT MUSIC HALL, N. Y.!

M-G-M BACK ON TOP IN '58!

B. O. Drive to Start in March

(*Continued from page 1*)

long-range one, and that more money will be called for later.

Tentative budget allotments totaling $2,220,000 are:

Academy Awards telecast—"Ninety Stars In 90 Minutes," with spot time purchased at both ends—$570,000. (This includes network time and $67,000 to $70,000 for preparatory activities.)

Newspaper advertising campaign starting in April based on the industry slogan, "Get More Out of Life . . . Go Out to A Movie," to run weekly in newspapers of cities from 50,000 up, employing ads of varying sizes—$950,000.

$300,000 for Broadcasting

Air time, based on experiments in Rochester and Denver — $300,000. (This may be increased.)

Public relations — $150,000. The latter is projected for a full year, the other projects, initially, for six months.

Administration costs and production of materials—$250,000.

Total initial budget for the campaign is $2,300,000, of which MPA and other producer-distributor participants will contribute half, and exhibitor participants half.

The decision to base the requests for exhibitor contributions on the 1957 calendar year film rentals was made to eliminate details and cut down on the bookkeeping.

It was emphasized that this will be an all-industry effort with production, distribution and exhibition represented.

Okayed by MPAA, TOA

The MPAA directors approved it some time ago. Theatre Owners of America approved it at the Miami Beach convention last October, and again this week in its revised form with the costs of the Academy Award telecast included in the overall budget. Representatives of Independent Theatre Owners of New York, and Metropolitan Motion Picture Theatre Owners Assn. were present, but their directors have not formally acted on the financing problem.

Julius Gordon, Allied States president; Wilbur Snaper and Irving Dollinger of New Jersey Allied, were invited to yesterday's meeting but did not attend. Allied, in consequence, was not represented. Both Gordon and Abram Myers, Allied chairman, have expressed concern over the change in original plans which resulted in including costs of the Academy Awards telecast in the program and said that, in consequence, Allied's board would have to consider participation in it when it meets in Louisville Feb. 9-10.

Montague Reports Approval

A. Montague, who has acted on behalf of the Council of Motion Picture Organizations and the MPAA, during the year of discussion of the program, reported that the Independent Motion Picture Producers Assn. had agreed to share in the expenses.

Eric Johnston, MPAA president, opened the session by saying he hoped it would prove to be a "historic occasion."

Sam Rosen, director of Theatre Owners of America, speaking in behalf of TOA and for Stanley Warner and Fabian Theatres, reviewed the progress of discussion of plans from the time it was first broached by TOA in 1956 at Chicago. He then went straight to the point by saying the plan was intended "for the benefit of all of us" with the aim of "selling tickets."

'No Free Rides'

"We hope all exhibitors will give it their support. Ernest G. Stellings, TOA president, would have been here to speak in behalf of the organization, but he is ill. We're ready. Let's not waste any more time. We hope everybody will go along and there will be no free rides. The distributors have agreed to give us a steady supply of good pictures on spaced releases. The campaign is an insurance policy for all of us.

"The TOA directors will decide their policy today. The mechanics of the collections have not been completely worked out."

A. Montague, vice-president in charge of distribution for Columbia Pictures, who has been intimately connected with all phases of the planning, said the money collected would be spent wisely.

Committee of Leaders Set

"The details are still in the suggestion stage. The general idea is to have a committee of top brass as an advising and sponsoring committee, with three alternates, representing all branches of the industry. There also will be a working committee of top advertising, publicity and exploitation men.

"I think we are off the carpet and on our way. We are finding something to hold onto. We don't accept crying towels. We are providing something encouraging for producers, distributors and exhibitors. If we believe in the future, we have to work for it."

Paul Lazarus, chairman of the adpub committee of the MPAA, was out of town. Roger Lewis of United Artists, who worked with Jerry Pickman of Paramount for many months on the planning, said that the delays had "worked out to our advantage" by making it possible to start with the Academy Awards telecast.

Newspaper Campaign in April

The newspaper campaign will start in April, he said. He gave details of the proposed budget. The committee, headed by Paul Lazarus, Jr., includes Charles Einfeld, Si Seadler, Maurice Bergman and others. It will work closely with the COMPO committee headed by Charles E. McCarthy of COMPO, who also has been at the forefront of the preliminary planning during the past year with Harry Goldberg, Harry Mandel and Oscar Doob.

Sol Schwartz, president of RKO Theatres, closed the discussion by saying: "If this business is going to last it is high time we do something for it. The expense outlined will be only a small part of what will be spent in future years."

Top Executives Present

Exhibitors attending the conference yesterday included Schwartz, Sid Markley, Marty Levine, Rosen, John Phillips, Herman Levy, Joseph Alterman, Al Floersheimer, Harry Goldberg, Harry Mandell, and Charles McCarthy of COMPO.

Representing production were A. Montague, Roger Lewis, Charles Einfeld, and Si Seadler. From the MPAA were Johnston, Maurice Bergman, Oscar Doob, Ralph Hetzel, Taylor Mills, and Kenneth Clark.

One Man's TView

By Pinky Herman

LATEST actress-bride to marry a doctor is Audrey Totter w seen as star of CBSuspense drama "A Touch of Evil" Mo 17. Other stars married to doctors include Claudette Colbe Dunne, Ann Blythe and Betsy Palmer. . . . Al Rylander, NB national exploitation has added the young dynamo Mort Flei to his staff. Mort shifted over from the net's production staff. . . Everett, (discovered by Elia Kazan) whose performance as the cadet in the Broadway smash "Dark at the Top of the Stairs," him critics' raves, has been signed as the juve lead (debut) in of the new CBSuspense" series, "The Funmaker" with Keena in the title role which will be filmed next week at Palisades Pa the direction of Robert Mulligan. . . . Bob Wilson, the news N is gathering and compiling data for a book he'll write on the gr events which he's covered in his 20 years of newscasting. . . . Bi has sold his radio and TV rights to the old radio quizzer, "D Nothing" to Frank Cooper Associates via Bill Cooper. . . . Bobby the cowboy philosopher and songwriter, has just recorded for in release 12 new ditties on the Gregorian Label, including "B Driver," "Hillbilly Millionaire" and "Mush-Mush."

☆ ☆ ☆

Kenyon & Eckhardt's Marshall Rothen was elected chairma board of the National TV Film Council. Robert Gross is p Donald Mack of Filmack Trailer Co. is chairman of the NTFC committee. . . . Ted Cott, TVeep in charge of NTA's O & O has named Jim Anderson to be in charge of national sales for TV, WATV and WAAT (radio). Anderson, with many years o ence, was general manager of DuMont's Washington, D C outlet, TV. . . . Producer Walt Framer has come up with a novelty—a Machine" for his new audience-participation teevee package, "I Or Money." Walt's most recent money-making machine was " It Rich," which made plenty of that much-sought-after commodi its ten-year reign across the board.

First NTA Meeting

(*Continued from page 1*)

sales manager; Mal Warshaw, national director of advertising publicity and exploitation; Tom McCue, in charge of physical operation; Mike Simon, head of the newly created direct mail sales unit, and the following Division Managers: Sal Di Gennaro, Glenn Fannin, Louis Aurellio, H. D. (Hank) Hearn, Herb Bregstien, and Abbott Swartz. Plans for the meeting include the announcement and screening of new product, and the outlining of sales and promotion plans.

Warn Against 'La

(*Continued from page*

dent of RKO Theatres, who that his company is not a m Theatre Owners of America. participate in the campaign. that the plan should not be as a TOA or MPA project, should be referred to as an try one.

Loew's Theatres, not yet ted as a participant but kno in favor of business stimulati ties, is not a member of TO

Herman Levy, TOA gene sel, assured Schwartz that not want the campaign ident TOA project. Abe Montagu senting MPA distributors an also emphasized that the pro not to bear any organizatio

Sam Rosen, executive v dent of Stanley-Warner, spo TOA, and Roger Lewis of t tising-publicity directors' c earlier had referred to the try nature of the project.

Correction

Frank Little is Paramount new central division field r tive in Chicago for all prod company and not just for Commandments," as ina stated in error in MOTION DAILY yesterday.

CROSS U. S.: "I LOVE LOLLOBRIGIDA!"



is and exciting Gina Lollobrigida arrived in this over the week-end to attend the New York and on openings of her 20th Century-Fox release. l But Dangerous." While in Washington, Gina vice-president Richard Nixon and his charming . Gina tried to talk the veep into taking Italian Remarked Nixon: "If the public saw you in more hey'd leave their television sets."



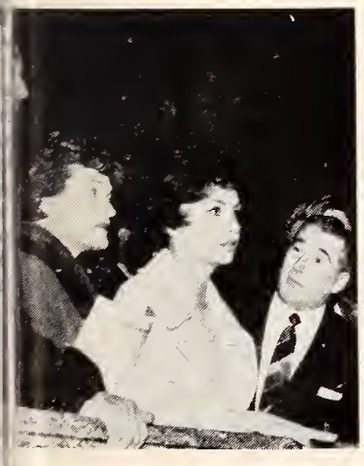
The lovely Italian star was mobbed in her Waldorf-Astoria suite by press, radio and television representatives and by hordes of photographers. "Beautiful But Dangerous" will be premiered in N. Y. this evening at the Mayfair, with Gina, 20th-Fox president Spyros P. Skouras, and a host of celebrities in attendance. The performance will benefit the American Committee on the Italian Migration. Across the nation, photos and stories of Gina and her arrival broke in newspapers and on television, heralding openings of the De Luxe color attraction. Gina's arrival and the premiere festivities eclipsed all other entertainment news in the city.



ngton, Monday evening, at the film's world premiere held at nt Theatre, Gina receives a bouquet of roses from Charles P. k, national chairman of the 1958 Heart Fund Drive. The was held for the benefit of the Heart Fund, with many of on's top socialite and political celebrities in attendance. High- he gala evening were beamed around the world.



Speaker of the House, Sam Rayburn, meets the lovely star and receives a set of records by which he may learn to speak Italian. Mr. Rayburn, as well as Washington and the rest of the country, were captivated by the warmth and winning personality of our Italian visitor. And, if early interest is an indication, "Beautiful But Dangerous" is headed for as profitable a run in this country as it had across the sea.



sit to the Senate created quite a Gina are (l. to r.) Congressman intangelo of New York; Gina's sec- nd Congressman Peter Rodino of ey.



At the National Press Club dinner in Washington honoring its new president, John Horner (right), Gina meets Mr. Horner and noted newsman John Daly, master of ceremonies for the evening.



Visiting George Washington's ancestral home at Mount Vernon, Gina raises an antique musket and strikes an active pose. Looking on is the memorial's custodian, Charles Carter Desmond.

1898  1958

60 YEARS
. . . A TRADITION IN MANAGEMENT

Sixty years ago, the principles of dedicated management and the credo of managerial responsibility were laid down by the founder of this Agency, William Morris.

These principles have never changed—that the careers of its clients are its prime responsibility—that the end result of their creative efforts and all assets so built are solely, and completely the client's property.

Its sixty years of growth is the most eloquent tribute to the principles and integrity of its founder.

And thus the world's oldest theatrical agency turns the corner into 1958 with great confidence for its clients, alert to changing conditions, with its experienced manpower buttressed by progressive young men growing up with the organization to preserve and perpetuate the spirit which from its beginning has been its inspiration.

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★

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 26 NEW YORK, U.S.A., THURSDAY, FEBRUARY 6, 1958 TEN CENTS

...thers Bill

...MI Measure ...ould Affect ...lm Firms

Involve Those with TV ...nses and Music Outlets

From THE DAILY Bureau

...ASHINGTON, Feb. 5 — A bill ... primarily at forcing the net... to give up their interest in ...cast Music, Inc., could affect ... motion picture industry firms, ...essional staff experts believe. ...se would be industry firms ...g radio and television licenses ...lso controlling music publishing ...ecord firms.

... bill, sponsored by Sen. Smath..., Fla.), will come up for hear... March 11 before a Senate Com... subcommittee. Smathers admits

(*Continued on page 5*)

...k Ruling Unlikely ... Circuit-Production

From THE DAILY Bureau

...SHINGTON, Feb. 5 — Federal ...ust chief Victor Hansen today ...an unprecedented volume of ... work has prevented the anti... ...ivision from reaching its hoped... ...cision on film production by ...ed circuits.

...sen, assistant attorney general

(*Continued on page 5*)

... Western Meeting ...as Vegas Sunday

Special to THE DAILY

...VEGAS, Feb. 5.—A record at... ...ce, representing most of the ... states, is expected to be on ... to discuss exhibitor problems ...lve for new ideas for increasing ...ffice and improving con...

(*Continued on page 5*)

...elevision Today

Page 4

U.S. Business Abroad Expanding, But Future Unpredictable: Golden

From THE DAILY Bureau

WASHINGTON, Feb. 5—Future prospects for U.S. film business abroad "would be difficult to forecast," according to Nathan D. Golden, director of the motion picture and photographic division of the Department of Commerce.

In a year-end summary, Golden said that in 1957 U.S. film business abroad continued to expand, with dollar remittances "at a record level" which was estimated from $215,000,000 to $220,000,000. He declared, however, that although "new agreements and developments will give some continued assurance of our film distribution," the future is unpredictable. One cause of this was the fact

(*Continued on page 2*)

Para. Backlog Sale Due in 'Few Weeks'

The possibility of an agreement being concluded in "the next several weeks" on the sale of Paramount's pre-1948 film backlog to television was expressed yesterday by a company official.

CBS-TV is believed to be nearest to an agreement to purchase the films, although NTA reportedly still is in the running. The purchase price mentioned is "in excess of $40 millions."

Spurred by these reports and others in general circulation in the trade and the financial district, Paramount's stock has been active and strong on the New York Stock Exchange for some time past. This week it reached

(*Continued on page 5*)

Scoff at Report of Yates' Rep. Stock Control Sale

There are no serious negotiations in progress at this time for purchase of Herbert J. Yates' controlling stock interest in Republic Pictures, a company spokesman said in response to an inquiry yesterday.

The meeting of the board of directors, which had been postponed from January, was held yesterday with

(*Continued on page 5*)

WB Has $467,000 Loss For First 3 Months

Special to THE DAILY

WILMINGTON, Del., Feb. 5 — Five directors of Warner Bros. Pictures were re-elected at the annual meeting of the company's stockholders here today, at which over 75 per cent of the outstanding stock was represented in person or by proxy. The directors renamed for a term of

(*Continued on page 4*)

Seattle Ruling Favors Filmakers vs. Northwest

Special to THE DAILY

SEATTLE, Feb. 5. — Seattle Superior Court has handed down a decision in the Filmakers Releasing Organization suit against Northwest Releasing Organization ordering the

(*Continued on page 4*)

TV Firm Charges U.K. Exhibitors' 'Control' Plan Would Restrict Trade

By PETER BURNUP

LONDON, Feb. 5—In a swift reaction to the announcement yesterday by the film industry's five trade associations of their proposed scheme to control the sale of films to television, Associated Television, Ltd., the leading commercial network program contractor, issued a statement contending that the plan "smacks of restrictive trade practice." Accordingly, the statement added, legal advice is being sought as to whether the scheme constitutes a restriction of trade within the provisions of the Restrictive Trade Practices Act of 1956.

In rebuttal a spokesman for the five trade associations said: "It is natural to assume that we have already considered this point and are satisfied as to our legal position."

The agreement of the five trade associations warns that exhibitors will refuse to book the product of any producer or distributor, British or for-

(*Continued on page 4*)

Postponed 2 Weeks

Senate Group Defers Action On Toll-TV

House Committee Will Meet on Subject Today

By J. A. OTTEN

WASHINGTON, Feb. 5.—The full Senate Commerce Committee wrestled with the toll television problem for over two hours today, and then put off any decision for two weeks.

Members reported that on the basis of this morning's discussion, the outcome would be very close as to whether the committee approves or rejects some sort of anti-toll-TV stand.

The House Commerce Committee is scheduled to meet tomorrow to decide what it will do about toll-TV. Sentiment in the House group is believed to be much more heavily against toll-TV than in the Senate committee.

The matter came up in the Senate committee at its regular weekly executive session when Senator Pastore (D., R. I.), chairman of the Communications Subcommittee, bucked the subject back to the full committee.

(*Continued on page 4*)

Johnston Selects Group On US-Russia Exchange

Eric Johnston, president of the Motion Picture Export Association of America, appointed a special committee here yesterday to consult with him on the participation of the MPEA member companies in connection with

(*Continued on page 2*)

Short Subjects Named For Academy Awards

From THE DAILY Bureau

HOLLYWOOD, Feb. 5 — George Seaton, president of the Academy of Motion Picture Arts and Sciences, today announced the following short subjects have been nominated by a special short subjects nominations committee for academy award:

Cartoon division: "Birds Anony-

(*Continued on page 4*)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have arrived in Hollywood from San Francisco.

•

EDWARD LAWRENCE, of the M-G-M West Coast publicity department, will arrive in New York tomorrow from Hollywood.

•

JOSEPH E. LEVINE, president of Embassy Pictures, Boston, has returned there following a vacation in Mexico.

•

BOB HOPE, who produced and starred in "Paris Holiday," has arrived in New York from the Coast.

•

KENNETH MACKENNA, head of the M-G-M story department, returned to Hollywood yesterday from New York.

•

JAMES H. NICHOLSON, president of American International Pictures will leave Hollywood at the weekend for Louisville.

•

CHARLES LAUGHTON has arrived in London from New York.

N.Y. Bill Asks Fees For Building, Altering

Special to THE DAILY

ALBANY, N. Y., Feb. 5 — Places of public assembly, factories and mercantile establishments would be required to pay fees for approval by the state industrial commissioner of construction or alteration plans, under terms of a bill by Assemblyman William G. Giaccio, Queens Democrat.

Introduced at the request of the Labor Department the measure provides this schedule: estimated cost of less than 25,000 dollars, $15; 25,000 to 50,000 dollars, $25; 50,000 to 100,000 dollars, $50; over 100,000 dollars, $100. This is in addition to a fee not exceeding $10 for compliance inspection.

The bill, which would take effect July 1, is part of a program to increase the fees paid various state departments, for services rendered.

'Goddess' in Esquire

The complete shooting script of Columbia Pictures' "The Goddess" appears in special 32-page section of the March issue of Esquire marking the start of an extensive magazine and book promotion. The Paddy Chayefsky screenplay will be published in hard covers by Simon and Schuster.

Report on Business Abroad

(*Continued from page* 1)

that "operation of the film companies in the international market has become even more complex," he said. Another factor contributing to unpredictability, he went on, was that the industry "was confronted with one major problem after another in a number of foreign countries," some of which have not been resolved satisfactorily.

Golden called the European common market "a new threat looming on the horizon for American film distribution in the important European market." Under the common market, he explained, film producers in Germany, Italy and France are exploring the possibility of unification of production and distribution in the three markets, without duties, taxes, quotas and other restrictions.

U.S. Films Much Liked

Golden maintained that foreign audiences prefer "the higher quality and greater entertainment value of the U.S. films." American films have continued "to obtain their share of the playing time in most countries" where there is a free choice, he said, even in the face of recent "increased competition from foreign produced films." He pointed out that our films are becoming more international in scope, with more foreign stars cast in them and more co-production with foreign producers.

The most important problem facing the industry now in distribution abroad, Golden explained, is "getting our films into the country for exhibition." The industry faces such obstacles as import and playing time quotas, rental ceilings, excessive taxation, censorship and import licensing restrictions, he said.

Recalling film agreements successfully negotiated during the past year, Golden listed the renewal of the Anglo-American film pact, the conclusion of a new Japanese loan agreement, an agreement unblocking frozen film earnings in the Philippines and the new two-year agreement with the French.

The West German government has given assurances that no import restrictions will be applied to U.S. films in the coming year, Golden said, and current film earnings are now freely transferrable from Australia. Remittances from such major markets as Canada, Mexico, Argentina and Italy, he said, were "relatively unhampered during the year."

Picture Not Entirely Rosy

On the debit side, Golden mentioned that U.S. films are being withheld from Spain and that in India the import quota "was set so low as to threaten continued operation in that country." He also saw serious problems involving the importation of our films, remittance of film earnings, taxation and censorship in Argentina, Brazil, Indonesia and Uruguay.

Golden declared that the outlook in Latin America "is bright for the distribution of U.S. films." But that the film market in the Orient "continues to offer the U.S. industry a strong challenge," mostly because of the "continued growth of theatres in that area and the development of national film industries."

Protestant Group Hits Objectionable Pictures

Special to THE DAILY

ALBANY, N. Y., Feb. 5—A mass communications panel, at the State Council of Churches' annual legislative seminar, heard suggestions for "concerted action" to halt objectionable pictures before their production, and for state licensing of films prior to their showing on television.

However, no action was taken on either, by 100 delegates representing 2,000,000 Protestants, and meeting at the Emmanuel Baptist Church here.

Vidor-Sidney Will Make Feature, 'Number One'

From THE DAILY Bureau

HOLLYWOOD, Feb. 5 — Columbia Pictures today announced King Vidor and George Sidney have formed a production company, King Vidor-George Sidney Productions, to produce "Number One," a story of a battlefront photographer, based on an original by William H. Schneider and Jeremy Gury. Vidor will direct. Sidney will produce.

Johnston Selects

(*Continued from page* 1)

the exchange of U.S. and Russian films.

Committee members are: Wolfe Cohen, Warner Bros.; Lacy Kastner, Columbia; Arnold Picker, United Artists; Emanuel Silverstone, 20th Century-Fox; and George Weltner, Paramount. They will meet with Johnston later this month prior to his first meeting with representatives of Sovexportfilm, the official Russian agency for film exports.

The film exchange will be one of the first steps in carrying out a cultural exchange program between this country and the U.S.S.R. Johnston was especially appointed by the U.S. State Department to negotiate for the exchange of films between the two countries.

Rochester Critic's Film Industry Fr

Special to THE DAILY

ROCHESTER, N. Y., F

While newspapers in many the country have been playin simistic stories about the fil try, exhibitors here have not praise for Hamilton Allen, the Rochester Times-Union, proved himself a friend of t try in his columns.

A case in point is an All entitled "Mourners, Go Movies Aren't Dead," which downbeat comments emanat Brosley Crowther's New Yo report on the Sindlinger s the Theatre Owners of Amer

An executive of the Schin attributes much of the succe extended-run engagement of the World in 80 Days" at th Theatre to enthusiastic news by both Allen and Jean W the Rochester Democrat &

In his "Movies Aren't De Allen included a photo of scene in front of the Mo pointed out that other Roch atres were also enjoying " brisk business."

'Quiet' Premiere $23,400 for Rescu

A total of $23,400 was the International Rescue at last night's benefit premi seph L. Mankiewicz' "T American" at Victoria Thea

Films and recordings of ing, which drew a capacity of national and internation ties, will be beamed to an audience of 200,000,000 on tinents through the combin age of NBC Television N Voice of America, Armed F dio Service and NBC Radi

Rock 'n' Roll Song Co For Ticket-Selling Tie

The industry's businessbu gram will be launched on song—and to a rock 'n' r and when a new tune is ap official tie-ins.

Edith Lindeman, a Richi newspaper woman, has pe More Out of Life," base slogan which ends "Go C Movies," at the request Doob, former businessbuil paign co-ordinator. Industry port is now being sought fo

Meanwhile, Harold Ro Go Out to the Movies" is audition rounds without p official industry recognitio

MOTION PICTURE DAILY, Mart'n Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Flo Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Hern Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc. Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Pres J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Mercha published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Alm Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and Single copies, 10c.

ousing Welcome for "The Quiet American"

AN ambitious screen project that carried Joseph L. Mankiewicz and his crew around the world reached its big climax in New York last night as United Artists' "The Quiet American" was unveiled in a benefit premiere at the Victoria Theatre on Broadway. Top figures from government, the industry and society jammed the house and contributed to a $23,400 gate, which will go to the International Rescue Committee. Mankiewicz produced, directed and wrote the screenplay for the adventure drama, which was made on story locations in Indo-China and in Italy. Combined coverage of the premiere by NBC, The Voice of America and Armed Forces Radio Service will be beamed to about 200,000,000 on four continents. The stars are Audie Murphy, Michael Redgrave, Claude Dauphin and Giorgia Moll.



Giorgia Moll, 19-year-old German-Italian beauty who makes her American screen debut in "The Quiet American," is greeted by producer-director Joseph L. Mankiewicz (left) and Robert S. Benjamin, United Artists chairman of the board.



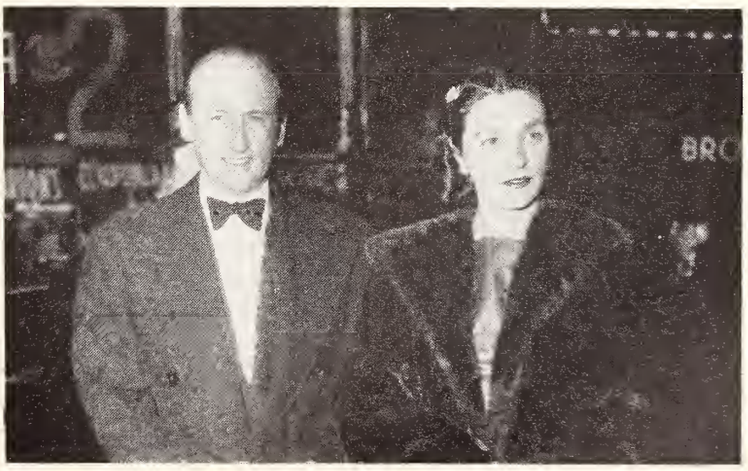
I. Lewis, UA national director of advertising, publicity and exploitatives with Kay Cantonwine. Crowds outside surged against police see premiere ceremonies and celebrities.



Oriental setting of the adventure drama was underscored by this Vietnamese troupe, which used traditional dragon's head to perform colorful rituals seen by thousands in Times Square.



sak (left), manager of the Victoria, welcomes Figaro representative J. Weshner (center) and Max Fellerman, vice-president of Lopert Many industry leaders participated in the plush bow.



The Hon. Angier Biddle Duke, seen with Mrs. Duke, is president of the International Rescue Committee, which sponsored the premiere and will receive the proceeds of the sellout performance.

Television Today

Senate Group

(Continued from page 1)

Chairman Magnuson (D., Wash.) last week ruled that the subcommittee should act on pending anti-toll-TV resolutions before they came up in the full committee. But Pastore reportedly told the committee today that the full committee had held hearings on the subject last year and therefore should decide itself.

Senator Thurmond (D., S. C.) then pressed for action on his resolution directing the Federal Communications Commission not to proceed with toll-TV tests without specific authorization from Congress. According to committee members, a lengthy wrangle followed.

Six Support Thurmond

Six members of the 15-man committee have backed the Thurmond resolution; besides Thurmond himself, there are Senators Potter (R., Mich.), Lausche (D., O.), Smathers (D., Fla.), Payne (R., Me.) and Butler (R., Md.).

Committee members said that from this morning's discussion, it seemed clear that Magnuson and Senators Bricker (R., O.) and Schoeppel (R., Kans.) favored proceeding with toll-TV tests. This left six members as the unknown quantities—Monroney (D., Okla.), Yarborough (D., Tex.), Cotton (R., N. H.), Purtell (R., Conn.), Pastore, and Bible (D., Nev.).

Result Seen Very Close

Indications were that the outcome would be very close, and unsure of the extra votes, Thurmond was content to let the matter go over until the next meeting of the committee, which is now scheduled for Wednesday, Feb. 19. Magnuson later told reporters that there was "no need for haste" on the matter since the FCC wouldn't start considering applications before March 1.

Between now and the 19th, opponents and proponents of toll-TV can be counted on to be busy trying to line up in their favor the undecided votes.

Present Emmy Awards Here, Hollywood Apr.15

Ed Sullivan, president of the National Academy of Television Arts and Sciences, has announced that the tenth annual Emmy Awards presentation will be telecast on Tuesday, April 15, from 10:00 to 11:30 P.M. (EST), over the National Broadcasting Company network. The sponsors for the telecast, which will originate live in New York and Hollywood, will be the Pontiac Division of General Motors Corp. and the Procter and Gamble Co.

20th-Fox Hour Set For Double Showings

The NTA Film Network has announced plans to present "The 20th Century-Fox Hour" on Sunday afternoons and one evening during the week beginning March 30.

The plan is an outgrowth of the film network's previous programming efforts during the past year in similar time periods. The first two shows "Premiere Performance" and "Shirley Temple Holiday Specials," were responsible for moving the NTA Film Network into the number one network spot in many cities during the hours the shows were telecast.

House Group Recesses Its Hearings on FCC

From THE DAILY Bureau

WASHINGTON, Feb. 5—A House commerce subcommittee temporarily recessed its hearings on the Federal Communications Commission after hearing all seven commissioners deny misconduct charges.

Other committee matters will prevent the hearings from resuming probably for a week or more, but the subcommittee is far from finished with the FCC. The subcommittee will meet Friday morning to decide on future hearings.

Argument Bitter

Today's hearings were marked by prolonged wrangling among the committee members, outbursts from commissioners in the audience, and bitter exchanges between subcommittee counsel Bernard Schwartz and FCC chairman John C. Doerfer.

All the commissioners categorically denied that any favors they received had influenced any decisions they had to make.

Leslie Promoted by Modern Teleservice

Alex Leslie has been promoted to national sales manager of Modern Teleservice, Inc., here, it was announced by J. R. Ritenour, president. Leslie will also direct the activities of the New York sales department.

Leslie joined the company in 1947 and has been there since except for two years with the U. S. Navy. Previously he was with C. J. LaRoche and Home Insurance Co.

Two Join ABC Affiliates

Television stations WTVC, Chattanooga, Tenn., and WLOF-TV, Orlando, Fla., have signed as primary affiliates of the ABC Television Network, Alfred R. Beckman, ABC-TV vice-president in charge of station relations, has announced. These additions will bring the total of ABC Television primary affiliates to 83.

U.K. Exhibitors

(Continued from page 1)

eign, who, as of Feb. 4, 1958, negotiates film sales to television. It is specified that American majors and producers selling future libraries to independent TV groups must bar the United Kingdom from such contracts or all their product will be subject to boycott.

Associated Television last September consummated a deal to televise 33 old Warner Bros. pictures and also takes old Alexander Korda films from the ABC Network.

In another development today Lord Archibald, chairman of the Federation of British Film Makers, said he wished to clarify that group's stand approving the exhibitor scheme. Archibald wishes to make it clear, he said that "although the Federation has approved the program in principle it makes important reservations." This is interpreted as referring to current negotiations of Michael Balcon's Ealing Films, a member of the Federation, to sell pictures to ABC-TV.

WB Quarterly Report

(Continued from page 1)

two years include Waddill Catchings, Stanleigh P. Friedman, Benjamin Kalmenson, Thomas J. Martin and Robert W. Perkins.

The rest of the board consists of Charles Allen, Jr., Serge Semenenko, Albert Warner, Harry M. Warner and Jack L. Warner, whose terms expire in 1959.

Stockholders were told today that the company's financial statement covering the first three months of the current fiscal year has just been completed, and it shows a net loss of $467,000 after an estimated credit of $550,000 for Federal income taxes under the carry-back provisions of the Internal Revenue Code. This compares with the three months ending Dec. 1, 1956, when the company reported a net profit of $1,569,000 after a provision of $1,900,000 for Federal income taxes and after a provision of $150,000 for contingent liabilities of the company.

Hope for Profit This Quarter

It was announced that at this time there was not sufficient information upon which to report earnings for the present quarter, which will end March 1, but the firm is hopeful that a profit will be shown.

The net loss for the three months ending November 30, 1957, is equivalent to 26 cents per share on the 1,756,896 shares of common stock outstanding at that date, after deducting 725,351 shares held in treasury. The net profit for the corresponding period last year was equivalent to 85 cents per share on the 1,843,296 shares of common stock then outstanding after deducting the shares held in treasury.

Film rentals, sales, etc., for the three months ending November 30, 1957, amounted to $15,764,000 as compared with $20,718,000 for the corresponding period last year.

PEOPL

Richard McKay, formerly of advertising for Pacific Theatres, has been named d advertising for American In al Pictures.

□

Jay Solomon, vice-preside dependent Theatres, Cha Tenn., has been elected pre the Jewish Welfare Fede that city.

□

C. H. Wilder, assistant tr Warner Brothers, retiring years with the company, wil ored by his associates with in Hollywood tomorrow.

Short Subjects Na

(Continued from page

mous," Warner; "One Knight," M-G-M; "Tabasc Warner; "Trees and Jamaica UPA; "Truth About Mothe Disney.

Live action division: "Cha National Film Board of Cana of Gold," same; "Foothold arctica," World Wide; "Portu ney; "Wetback Hound," sam

Final screening of nomina subjects will be held Sunc 16, for academy members to vote.

Seattle Ruling

(Continued from page

latter to pay the former guarantees contained in th chise agreement covering di of Filmakers product in the Portland territory.

Filmakers franchises with distributors had contained cl quiring payment of stipula centage amounts received hibition at the end of 12 mo plaintiff charged the defend failed to meet this requirem

Monta Bell Dies

HOLLYWOOD, Feb. 5 Bell, 66, former film writer, and producer, died yesterda Motion Picture Country Ho Hospital. One-time produc ecutive of the Paramount Lo Studio in Astoria, Queens, B the Paramount production s in 1941, retiring ten years cause of ill health.



I Measure

(Continued from page 1)

ng the bill to force the net-
ut of BMI.

bill provides that no broad-
station license shall be granted
son or corporation engaged in
iness of publishing music or
ufacturing or selling records.
sting licensee in violation of
would have to get rid of
y-held stations in "a reason-
ne."

Capitol Hill experts point out
ramount Pictures, AB-PT and
two other film industry com-
wn TV stations and also have
ubsidiaries.

nount Pictures and AB-PT
ffice officials said they are
provisions of the Smathers
l are not certain yet how it
ffect their companies, if at all,
vent it is enacted.

Western Meet

(Continued from page 1)

operations at the third an-
estern regional meeting and
dising conference of the Na-
ssociation of Concessionaires
11 at the Riviera Hotel here.
res of the business sessions
lude "Brainstorming of Con-
Problems"; "Analysis Report
Popcorn Market and the 1957
"New Ways to Increase Box
"Successful Beverage Mer-
g"; and "How to Increase
Sales."

d F. Chesler of the Theatre
Distributing Company, Salt
ty, is general chairman.

at Report

(Continued from page 1)

tine business being transacted,
stated. Yates plans to remain
York until the middle of next
when he will return to the

e are repeated offers to buy
k," the spokesman said, "but
comes time to put the money
barrelhead there usually is
ng wanting."

had been trade and financial
reports that an unidentified
e had been negotiating for
es' stock holdings in recent
with the likelihood that an
ement thereon would be
t yesterday's board meeting.

mount Backlog

(Continued from page 1)

for the past year of 36⅞. Yes-
t closed at 36⅜.

ng the stock the attention of
s also is continued strong stay-
er of Cecil B. DeMille's "The
mmandments," as well as re-
at Paramount has worked out
nents for the remittance of
00 of the proceeds from the
certain of its British theatre
es last year.

REVIEWS:

Spanish Affair

Paramount—VistaVision

WITH INTEREST in world travel currently at a high peak, "Spanish Affair" should find a large and receptive audience, endowed as it is with some of the most vivid scenics ever caught by the VistaVision and Technicolor cameras. While the historic countryside of Spain is the real star of this Bruce Odlum production, Richard Kiley, best known for his TV appearances, and Carmen Sevilla, reportedly one of the most popular and certainly one of the most attractive of Europe's glamour personalities, will attract considerable attention as partners to a lively love-affair.

Admittedly, Richard Collins screenplay offers little in originality, although it is engagingly played by a predominantly Spanish cast under Donald Siegel's direction. Kiley is a young American architect who comes to Spain to plan a modern skyscraper hotel in Madrid. His ideas are too modern and extreme for the Spanish temperament, however, and he is forced to travel about the country and visit the various people who turned his ideas down to convince them of their mistake.

Naturally, a handsome, young American cannot get very far in a foreign land without an interpreter. Miss Sevilla, half-gypsy, and the intended of hot-blooded Jose Guardiola, accepts the job against her better judgment, and the pair sets out across Spain, with Guardiola not far behind. Kiley is unsuccessful in convincing the Spanish of his ideas. He has greater success, however, with winning Miss Sevilla, although at first he is not sure of romance, since he still carries unpleasant memories of his first wife's accidental death. All is resolved, however: Kiley finally realizes the difference between the Spanish and American artistic temperaments, and then solves his romantic problems with Miss Sevilla, following a rousing slug-fest with Guardiola.

"Spanish Affair" covers considerable ground—Madrid, Barcelona, El Escorial, historic Toledo, Segovia, the rugged Costa Brava country and Tossa de Mar. The opening credits, played off before close-ups of the most treasured paintings of the famed Prado Museum in Madrid, are an attraction in themselves and herald a film which will be enjoyed by anyone with even the slightest twinge of wanderlust.

Running time, 95 minutes. General classification. Release, in January.

WARREN G. HARRIS

Beautiful But Dangerous

20th Century-Fox

PULCHRITUDINOUS Gina Lollobrigida, probably the most publicized of the several Italian glamour personalities currently enjoying great American popularity, is the star of this handsomely mounted romantic drama, which was produced in her native land by her husband, Dr. Maleno Malenotti. Portraying an operatic diva of the early 1900's, Gina sings admirably, displays her provocative figure enticingly and smiles warmly for the Deluxe Color cameras.

Billed as "the most beautiful woman in the world," Gina becomes romantically entangled with three swains—Vittorio Gassman, a Russian prince; Robert Alda, a famous conductor, and Gino Sinimberghi, a corpulent but affectionate tenor. It is Gassman that Gina really loves, but it is not until the fade-out that the pair ends up in each other's arms for good and all.

In between, Gina and Gassman's romance is broken up by assorted misunderstandings and even by the murder of Sinimberghi by Alda. Performances for the most part, are good enough to overcome the inconsequentialities of a screenplay which was co-authored by eight Italian writers. Robert Z. Leonard's direction is adequate.

Commercially, "Beautiful But Dangerous" has three factors in its favor —Gina, who has never been displayed more attraetively; excellent color photography, which takes full advantage of the lush Italian, French and Russian backgrounds; and some fine musical scenes which will appeal to lovers of good music.

Dubbing of the original Italian dialogue into English is satisfactory, and hardly noticeable after the first few scenes. Mario Del Monaco does Sinimberghi's vocalizing.

Running time, 103 minutes. General classification. Current release.

W. G. H.

Quick Ruling

(Continued from page 1)

in charge of the anti-trust laws, said the division is still working on the problem, but that he doesn't know when a decision will be reached. Originally, the division had hoped for a decision some time before the end of January.

The department has before it a specific request by National Theatres to make feature films, and a general request for production authority for all divorced circuits.

'Simply Haven't Time'

"We simply haven't had enough time to get to it," Hansen said. "We have been short-handed and swamped getting cases ready for court. It's been an enormous workload. I don't recall anything like the work we've had the last 60 days."

Hansen said the production problem was a "very tough" one, with "great differences of opinion." And, he added, "I don't like to make tough decisions under pressure."

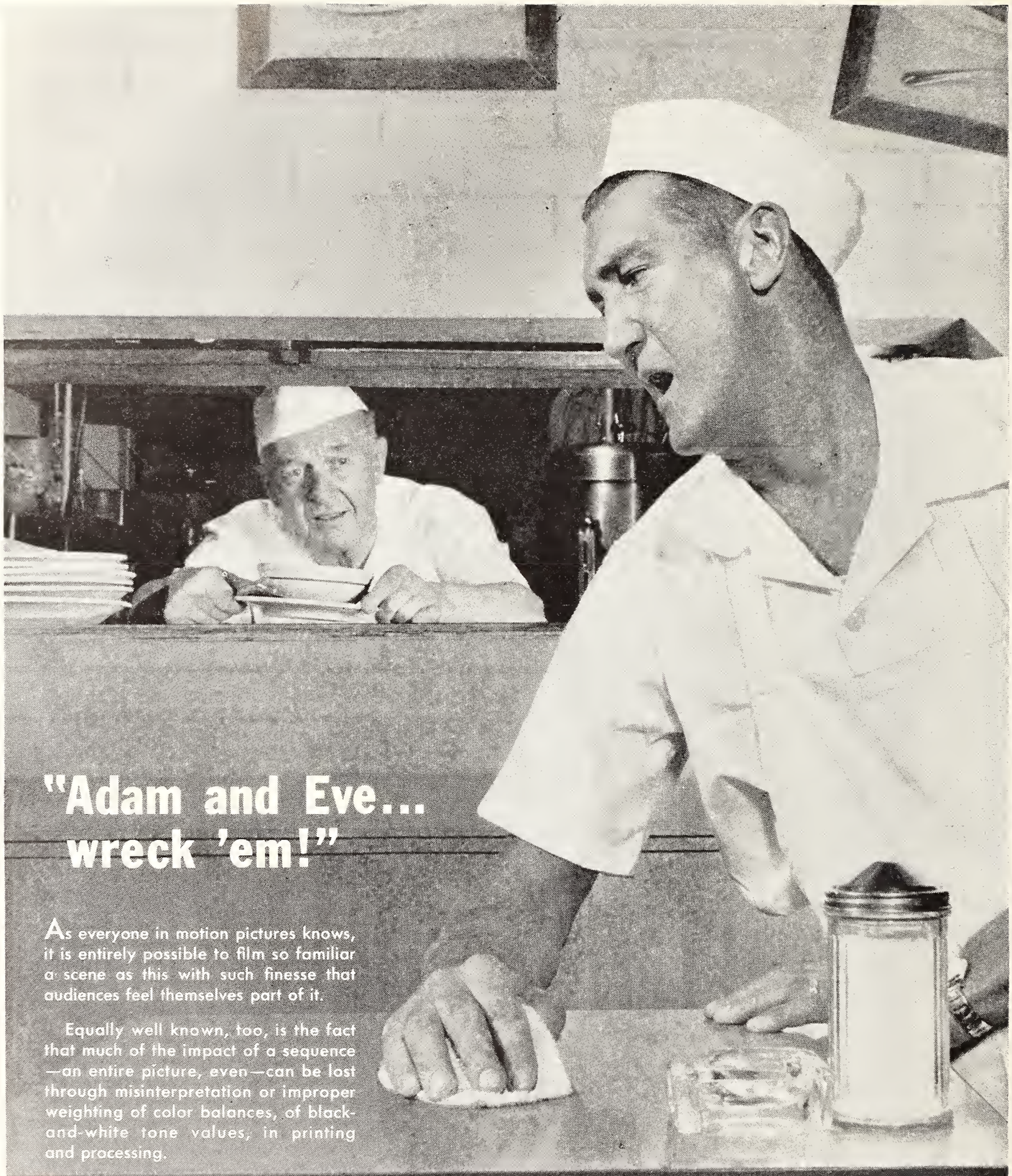
UA Meet in Detroit

DETROIT, Feb. 5.—Regional sales plans for United Artists' Central district will be mapped here tomorrow when James R. Velde, general sales manager, meets with district manager Sidney Cooper, Detroit branch manager Syd Bowman and staff members. Velde will also confer with theatre and circuit officials and returns to the New York home office at the weekend.



ASK YOUR THEATRE
TO BRING HER BACK
In this Centennial Year of Lourdes
20th Century-Fox's
THE SONG OF BERNADETTE*
starring Miss Jennifer Jones
*Cannot be seen on TV!

This ad will reach the 76.8 million readers of LIFE, LOOK, SEVENTEEN, GOOD HOUSEKEEPING and 10 more top publications!



"Adam and Eve... wreck 'em!"

As everyone in motion pictures knows, it is entirely possible to film so familiar a scene as this with such finesse that audiences feel themselves part of it.

Equally well known, too, is the fact that much of the impact of a sequence—an entire picture, even—can be lost through misinterpretation or improper weighting of color balances, of black-and-white tone values, in printing and processing.

To help the industry preserve highest standards, representatives of the Eastman Technical Service for Motion Picture Film maintain constant contact . . . provide motion picture film for every purpose. Offices at strategic points. Inquiries invited.

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West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 27 NEW YORK, U.S.A., FRIDAY, FEBRUARY 7, 1958 TEN CENTS

USE GROUP ASKS HALT TO TOLL-TV TESTS

ys Congress Should Authorize Trial First

Election

don Nixes ond Term President

pecial to THE DAILY

VILLE, Feb. 6.—Julius Gord of Jefferson Amusement aumont, Texas, will decline one-year term as president States Association.

as learned today as members oard of directors of Allied hering here for their annual o be held Sunday and Mon- r meeting will be followed ee-day annual Allied States convention at the Kentucky e.

is said to have made it phatically that he is not a *ontinued on page 2)*

heatres Signed ght Telecast

of 140 theatres throughout d States, Canada and Cuba dy been signed to carry the cuit telecast of the Sugar nson-Carmen Basilio cham- ight at Chicago stadium on , it was reported here yes- he Group Communications of TelePrompTer Corp., andling the telecast, expects 0-250 theatres by the time ations are concluded.

ng to a TelePrompTer *ontinued on page 3)*

levision oday

Page 7

Report British Lion Bids for RKO Foreign

British Lion Pictures of London is reported to be negotiating for acquisition of RKO Radio Pictures' key foreign exchanges. Other names in foreign distribution are linked with similar negotiations but most have been denied.

Efforts to reach RKO Radio officials for comment on the reports over the past several days have been unsuccessful. However, it is known that a number of the company's foreign managers have been called into New York for home office conferences and have been meeting this week with Walter Branson, RKO Radio world-

(*Continued on page 2*)

Ist Cinemiracle Film To Roxy in Mid-April

"Windjammer," the first motion picture in the new Cinemiracle process owned and developed by National Theatres, will have its New York debut in mid-April at the Roxy Theatre.

To accommodate the new process, the Roxy will replace its present screen, which measures 60 by 22 feet, with a new 100 x 40 ft. Cinemiracle installation. Announcement of the theatre's policy and exact opening date for the new production will be made shortly.

Committee Members Expect FCC To Agree; Move Seen Effectively Killing Off Broadcast Pay-TV

By J. A. OTTEN

WASHINGTON, Feb. 6—The House Commerce Committee called on the Federal Communications Commission to call off its scheduled tests of subscription television today.

The committee said the FCC shouldn't do anything in this area "unless and until" Congress amends the communications law specifically to grant the FCC power to authorize toll TV.

If the commission gives in and calls off the tests—as it's expected to do—this would pretty effectively kill broadcast subscription television. It's difficult to imagine that Congress would ever enact legislation specifically authorizing toll television.

The resolution, which Chairman Harris (D., Ark.) said was carried by an overwhelming vote, is not actually binding on the commission. It is not legislation, but just an expression of committee opinion. Nonetheless, it will be extremely difficult for the FCC to ignore or flout the committee's views, and most committee members expected the commission to agree and call off the tests.

The commission officially said it could not comment until it had seen and considered the resolution. But one

(*Continued on page 7*)

Minor Gain: Skiatron; Networks Are Silent

The major television networks here yesterday had no comments to make on the House Commerce Committee's resolution asking the FCC not to authorize tests of toll-TV.

From the toll-TV camp, however, Arthur Levey, president of Skiatron Electronics & Television Corporation, made the following statement: "The television networks and motion picture house owners, working through a powerful nationwide lobby in their efforts to prevent Americans from having the right to spend their own money on entertainment of their choice in their own homes, made only a momentary, and minor, gain today."

"We have complete confidence," Levey continued, "that when members of the House and Senate under-

(*Continued on page 7*)

Referendum to Be Held On L.A. Pay-Television

By WILLIAM R. WEAVER

LOS ANGELES, Feb. 6 — Telemeter and Skiatron closed-circuit pay-television franchises granted by the Los Angeles City Council, and implemented by ordinances signed Dec. 20 by Mayor Norris Poulson tonight were doomed to trial by ballot in June 3 election, or an earlier special election if the council decides to order one, when the count of valid signatures on petitions demanding a referendum passed 51,767, which is the number legally required to force submission of the matter to the public. The next step in the proceeding will

(*Continued on page 6*)

AMPP, AFM Will Resume Contract Negotiations Here on Monday

Negotiations on a new contract for employment of studio musicians and on musicians' participation in revenue from the sale of post-1948 films to television are scheduled to be resumed here on Monday between the Association of Motion Picture Producers and the American Federation of Musicians.

Charles Boren, representing the AMPP, and a committee of film company executives, will negotiate for producers, and James C. Petrillo, president of the American Federation of Musicians, and other AFM officers, for the musicians.

Producers are described as being firmly opposed to continuance in new agreements of payments on a percentage basis to unions or guilds par-

(*Continued on page 2*)

PERSONAL MENTION

HERBERT J. YATES, Republic Pictures president, and WILLIAM SAAL, executive assistant, are scheduled to return to the Coast today after a month in New York.

•

HUGH OWEN, vice-president of Paramount Film Distributing Corp., will return to New York on Monday from Boston.

•

LEO F. SAMUELS, Buena Vista president, and JESSE CHINICH, Western division sales manager, are in Chicago from New York.

•

IRVING SOCHIN, general sales manager of Rank Film Distributors of America, is in Boston from New York.

•

HOWARD MINSKY, Eastern sales manager of International Telemeter Corp., will leave New York today for Chicago.

•

CHARLES LEVY, Buena Vista advertising-publicity director; HAROLD RAND, publicity manager, and BOB DORFMAN, exploitation manager, have returned to New York from Kansas City.

•

SAMUEL BRONSTON and JOHN FARROW, producer and writer-director, respectively, of "John Paul Jones," will leave New York next week for Spain.

•

JACK MINISTER, British director, will arrive in New York from London tomorrow via B.O.A.C.

•

HUGO FRENK, Paramount's promotion manager for "The Ten Commandments" in Latin America, will leave New York on Sunday for San Juan, P. R.

U-I Appoints Jordan Continental Supervisor

PARIS, France, Feb. 6.—The appointment of Marion E. Jordan as continental supervisor for Universal International Films, following the resignation of John B. Spires, was announced here today by foreign general manager Americo Aboaf.

Jordan moves up from the post of continental sales manager to supervise the company's affairs in Europe, while John Marshall, U-I supervisor for Scandinavia and Middle Europe, advances to continental sales manager.

Today's Report on Rep. Control Sale Rumors

Reports identifying Saul Jeffee, president of Movielab, with a syndicate said to be negotiating for control of Republic Pictures were left in a somewhat confused state late yesterday.

Jeffee said "All I can say is that it's untrue at present."

At Republic, a spokesman for Herbert J. Yates, president and owner of the controlling interest, often reported on the block, said: "I'm sure we don't know the gentleman."

Republic Reports Year Loss of $1,362,420

Republic Pictures and its subsidiaries had a net loss of $1,362,420 for the 52 weeks ended October 26, 1957, after a credit of $500,000 recoverable under the carry-back provisions of the Federal income tax laws, the company reported here yesterday.

This compares with a net profit of $1,023,401 for the 52 weeks ended October 27, 1956. The 1956 amount was before Federal tax provision, estimated Federal tax on income of $265,000, or a net after taxes of $758,401.

Say B-L a Bidder

(*Continued from page* 1)

wide distribution chief. Future plans for the foreign distribution organization reportedly are under discussion at the sessions.

RKO Radio sold its Spanish subsidiary several months ago and negotiations for sale of others reportedly are in negotiation under a general liquidation plan. Legislation requiring substantial severance payments to employes laid off for any reason, which is in effect in many foreign countries, is said to be a stumbling block to sale of some subsidiaries. Prospective purchasers in such instances balk at assuming responsibility for maintaining full employment after taking over, it is reported.

Product Believed Plentiful

The RKO foreign distribution system is said to have sufficient product on hand in most instances to last through this year. Product supplies beyond that are uncertain as of this time.

AA to Handle 'Traitor'

HOLLYWOOD, Feb. 6 — Allied Artists will distribute "Traitor," starring Robert Bray, the company has announced. The film recently was acquired by William F. Broidy's Brodco Corp.

Gordon Nixes

(*Continued from page* 1)

candidate for reelection. His company's expanding business interests in the southwest and the distance of his headquarters from New York are cited as among the chief reasons for his stand. More often than not, it is the custom of Allied presidents to serve two consecutive terms.

Dollinger, Adams Possibilities

Gordon's decision puts it up to the Allied nominating committee, of which Ruben Shor of Cincinnati is chairman, to find a successor to Gordon and to persuade him to accept the post. Irving Dollinger of New Jersey Allied, who declined the post last year because of pressure of business and other demands on his time, will again be among those to be considered for the top post, as will Horace Adams of Independent Theatre Owners of Ohio, who is in the direct line of succession among Allied's national officers.

Another prospective candidate in the same category is Abe Berenson of Gulf States Allied.

Former Heads Considered

Among Allied's younger generation, prospective leaders might be found in the persons of Marshall Fine of Cleveland and Milton London of Detroit. It is learned also that there is some board sentiment in favor of attempting to persuade some of the former presidents of Allied, such as Jack Kirsch of Chicago and Ben Marcus of Milwaukee, to serve a return term.

The board's two-day session starting Sunday, to be presided over by Abram F. Myers, Allied chairman and general counsel, will have a crowded agenda, details of which were published in MOTION PICTURE DAILY on Feb. 4.

AMPP, AFM

(*Continued from page* 1)

ticipating in revenue from sale of post-1948 films to television. They argue that an accumulation of percentages to numerous participating guilds and unions could absorb a major part of such proceeds, leaving producers little or nothing.

Producers also are expected to vigorously resist continuation of old contract provisions providing for standby musicians, specific numbers of permanently employed musicians on studio payrolls and payments for music or musicians not actually used in the production of films.

Costly standby practices, they contend, could be countenanced in lush days under prosperous conditions, but that the industry economy of today rules them out.

Stress Brotherhood Week Opportunity

Meetings held this week be exhibitor and distributor chairm 33 exchange areas designated erhood Week as "an exceptiona timely opportunity to dramatiz point up the importance of the r picture theatre as a community tution." This resolution was fe in a report received here fro area exhibitor chairmen by Ale rison, motion picture industry man for Brotherhood Week.

The report revealed, too, th 33 meetings set up three obj for this year's Brotherhood First: to raise an amount, th audience collections and other r equal to twice that of the 1957 paign. Second goal is to stre importance of the motion pictur atre as more than merely an tainment center.

Majority of Theatres Particip

Third objective is for more th to participate in Brotherhood This goal already is assured of zation with reports from the meetings indicating that 11,3 60.7 per cent of total motion p theatres operating in this count take an active part in the sev observance, beginning Sunday, 15. This will represent a theatr ticipation increase of 3,332 o per cent over last year's 8,017.

Murphy Leaving M(

George Murphy, following 20 with M-G-M, first as an acto more recently as director of relations, has asked the studio lease from his contract as of 30. Known throughout the c as Hollywood's foremost goodwi bassador and one of its most respected citizens, Murphy is l M-G-M in order to devote mor to his other business interests.

Murphy has served the in also as president of the Screen Guild, head of the Motion P Industry Council, vice-president Academy of Motion Picture Ar Sciences and chairman of the wood Coordinating Committee.

NEW YORK THEAT

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MARIO LANZA in
"SEVEN HILLS OF ROME
co-starring RENATO RASCEL • MARISA ALLA
An MGM Release In TECHNIRAMA® and TECHNICO
and SPECTACULAR STAGE PRESENTATION

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PEOPLE

es M. Toney, vice-president and l manager of the RCA Radio ictrola Division, has been named resident and general manager RCA Victor Television Divi- He succeeds **Charles P. Baxter,** is being reassigned to other within the organization.

□

bert W. Ziebolz, vice-president gineering with Askania Regu- o., subsidiary of General Pre- Equipment Corp., has been coordinator of industrial sys- nd assistant to the vice-presi- or engineering of G.P.E.

□

Field, a partner with **Arthur** d in Affiliated Theatres Corp., , has taken over management University Theatre, Cambridge,

□

rles Wolcott has been named l musical director for M-G-M ollywood, succeeding **Johnny** who resigned that post to de- is full time to personal inter-

Theatres Signed

(*Continued from page* 1)

man, the potential gross of the t will be $2,000,000, "the larg- e in the history of closed circuit ion." Theatre admissions will e $4 per person, although the l price scale will range from $6, depending on the location. last Robinson-Basilio fight, was carried by Theatre Net- Television, reached 174 theatres iness described as "disappoint-

the coming bout, Chicago will cked out within a 75 mile radi- quests to carry the fight are so according to TelePrompTer, he company has been forced to n all the incoming bids." The s, RKO and Stanley Warner cir- will all carry the fight, although ave to complete cable commit- before the definite number of s involved can be revealed. vas also learned yesterday that l Artists Corp. is planning dis- on of the fight films, just as it th the Robinson-Basilio fight of ll. National Screen Service is tly preparing a special trailer heatres carrying the telecast, will plug both the closed-cir- howing and the coming filmed ation.

k 2 MGM Films

Accuse" and "The Safecracker," ew M-G-M releases, will have first New York showing on a rogram at Loew's Metropolitan re, starting Wednesday, Feb. hey will then be shown on the s circuit throughout the area on 5.

REVIEW:

The Gift of Love

20th-Fox—CinemaScope

A TOUCHING, warm and sentimental story told with smooth competence, this confection has all the elements of box office success, from names—Laureen Bacall and Robert Stack—to surprises—a fascinating performance by Evelyn Rudie, who has all the potential of that rare and ever valuable find, a new child-star.

Charles Brackett, who produced, and Jean Negulesco, the director, have given the screen play by Luther Davis the slick and creamy finish that is generally associated with what has come to be known as "woman's fiction," and to a degree that guarantees it success in that category. But beyond that the simple love story, the appealing presence of Miss Rudie, and the careful attention to detail, build an atmosphere of sympathy and reality which is bound to attract both parents and the young.

Stack is a research scientist, a mathematician, absorbed in his work and oblivious, when he is so absorbed, to all around him. He meets Miss Bacall, a doctor's office assistant, falls immediately in love, and they have five years of idyllic marriage. Stricken by a heart attack, Miss Bacall conceals it from Stack but proposes that they adopt a child. Miss Rudie enters the picture, and wins their mutual love, but in Stack's case only after Miss Bacall's death.

On this thin line, Brackett and Negulesco have erected their very human story structure, giving it warmth, light and dimension. The very real performances by the three principals especially by Miss Bacall in a role quite far from her accustomed rounds, are essential elements in creating this atmosphere.

The CinemaScope photography and color by DeLuxe are standard to excellent, as is everything else about the production.

Running time, 105 minutes. General classification. Release, in February.

JAMES D. IVERS

Kansas-Mo. Exhibitors Plan Joint Convention

Special to THE DAILY

KANSAS CITY, Mo., Feb. 6.— M. B. Smith, president of Kansas-Missouri Theatre Association, Inc., and Beverly Miller, president of Allied Independent Theatre Owners of Kansas and Missouri, have announced that plans are well under way for a combined meeting of the two organizations at the Pickwick Hotel here on March 11-12-13.

Titled "Show-a-rama," the convention will feature a number of important speakers, among them Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres; Kroger Babb, president of Hallmark Productions; and Roger H. Lewis, director of advertising, publicity and exploitation for United Artists.

Nathan Zucker Named New FPA President

The Film Producers Association of New York, whose members produce theatrical and non-theatrical films for industry, education, government and television, has elected Nathan Zucker of Dynamic Films, Inc., as its sixth president.

Other officers elected were: vice-president, Lee Blair, TV - Film Graphics, Inc.; secretary, Mrs. Maxine Culhane, Shamus Culhane Productions, Inc.; treasurer, Edward J. Lamm, The Pathescope Company of America, Inc.

Rogers Hospital Aided By Luncheon for Bund

Oscar Morgan, chairman of the committee in charge of the luncheon given Fred Bund, chief of the Army and Air Force Motion Picture Service, has turned over to Will Rogers Memorial Hospital a check for $50, the overage after all expenses for the luncheon were paid.

The luncheon was tendered Bund upon his retirement after 37 years of association with the motion picture industry.

Lew Brown Dies at 64

Lew Brown, who collaborated with the late B. G. DeSylva and Ray Henderson in the writing of some of the most popular songs of the 1920's, died here Wednesday of a heart attack. He was 64. In 1956, 20th Century-Fox released "The Best Things in Life Are Free," based on the DeSylva-Brown - Henderson combination. Brown was portrayed by Ernest Borgnine.

WB Films Big in Chicago

CHICAGO, Feb. 6.—Three Warner Bros. features were providing downtown theatres some of their best weekday business here yesterday. In its opening day at the State Lake, "Darby's Rangers" grossed $5,000, while "Fort Dobbs" in its first day at the Roosevelt earned $3,500. On the first day of its seventh week, "Sayonara" grossed $3,200 at the Chicago Theatre.

. . . NEWS ROUNDUP

Four Japan Bonus Permits

Four bonus licenses have been granted to foreign film distributors by the Japanese government, it was reported here yesterday following this week's board meeting of the Motion Picture Export Association of America. Of the four films which did sufficient Japanese business to merit the bonus licenses, two were American—"The Bridge on the River Kwai" and "The Spirit of St. Louis."

■

FPA, SPG to Negotiate

The Film Producers Association of New York and the Screen Directors Guild have agreed to meet in a joint session with J. R. Mandelbaum, commissioner of the Federal Mediation and Conciliation Service, in order to negotiate and bargain on a new labor service contract. The time and place of the first session for negotiations will be determined during the week of Feb. 17.

■

'Peyton' Grosses Big

20th Century-Fox's "Peyton Place" grossed $37,670 for the first week of its run at the RKO Albee Theatre in Brooklyn, and $24,969 for the same period at the RKO Proctor's in Newark, N. J., the distributor announced yesterday. The Brooklyn gross was said to be the best at the theatre since "The Robe." The film is playing at both theatres at advanced prices.

■

15 Ads in WB Tie-In

Some 15 manufacturers of women's fashions and cosmetics will have a full-page advertisement each in the April issue of Harper's Bazaar in connection with their participation in the advertising and promotion plan set for Warner Bros.' forthcoming film, "Marjorie Morningstar."

20th-Fox Renews Lease On Detroit Offices

Special to THE DAILY

DETROIT, Feb. 6.—An upturn in theatre patronage, plus "faith in the future of downtown Detroit," has prompted 20th Century-Fox Film Corp. to renew the lease on their offices here for another five years, Detroit branch manager Joseph J. Lee has announced.

The new lease, running through August, 1963, covers the entire building in the central business district. The Detroit branch of 20th-Fox services 400 theatres throughout the surrounding area and the lower peninsula of Michigan.

SENSATIONAL SINGLY...

JOHN SAXON IS IN LOVE...

in the wild and wonderful story of teen-age romance that takes off where "ROCK, PRETTY BABY" ended!



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ROD McKUEN
JILL ST. JOHN
GEORGE WINSLOW
and **MOLLY BEE**
with **FAY WRAY**



EVERY LAUGH, EVERY KISS, EVERY HEARTACHE IS NEW... and so are the **7 NEW HIT TUNES!**

Summer Love

Universal International

Directed by CHARLES HAAS · Written by WILLIAM RAYNOR and HERBERT MARGOLIS
Produced by WILLIAM GRADY, JR.

U-I's PROFIT POWERED BOX-OFFICE COME

AVAILABLE FOR UNIVER

TERRIFIC TOGETHER !!!

18 TOP RECORDING STARS! 15 TEMPO-TORRID SONG-HITS!



The story of the guys and gals who turn Tin Pan Alley into a torrid music jungle!

"Guest Stars"

CHARLIE BARNET ☆ BUDDY BREGMAN
ALAN COPELAND ☆ THE DEL VIKINGS
THE DIAMONDS ☆ FATS DOMINO
THE FOUR ACES ☆ HARRY JAMES
THE LANCERS ☆ FREDDY MARTIN
THE MILLS BROTHERS ☆ RUSS MORGAN
GEORGE SHEARING AND THE QUINTET
JERI SOUTHERN ☆ BILL THOMPSON SINGERS
THE CAL TJADER QUINTET

And Starring
GOGI GRANT



THE BIG BEAT

in Eastman COLOR

JAMMED with ROCK-'N-ROLL! JAZZ! - BALLADS! BLUES!

Co-starring
WILLIAM REYNOLDS · ANDRA MARTIN · JEFFREY STONE
With Rose Marie · Hans Conried · Bill Goodwin · Howard Miller

Written by DAVID P. HARMON · Produced and Directed by WILL COWAN · A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

ANNIVERSARY DRIVE
through May 3

National Pre-Selling

IN ADDITION to a striking Paramount page ad on Hal Wallis "Wild Is The Wind" in the Feb. 3 issue of "Life," the editors present a two-page editorial spread on a film made up of 30-year-old silent comedies. Titled "The Golden Age of Comedy," it is playing theatres across the nation. It was compiled by Robert Youngson, Academy Award winner, from 2,000 old comedies.

•

Edwin Miller went on location to Norway and Germany where "The Vikings" is being filmed. His report appears in the Feb. issue of "Seventeen." In the Norwegian fjords, which appear as narrow fingers of the sea reaching between high, jagged hills, he interviewed actor Tony Curtis. Tony says "After 60 days in Norway 52 bringing rain, which soaks your hair and drips down your neck and your legs are wet to the thigh, you suddenly know what it's like to be a Viking."

Miller found Kirk Douglas, producer and star of "The Vikings," a man with driving ambitions. Douglas said, "I want to make this the real thing, real fjords, real boats, no fakes. I had an art director in Norway a year ahead of time to design Viking ships after the originals in an Oslo Museum."

•

Liza Wilson in the Feb. 2 issue of "American Weekly," reports on the meticulous care used in the selection of a girl to play the part of Nellie Forbush in "South Pacific." Josh Logan, the director and Dick Rodgers and Oscar Hammerstein II had to agree on one actress. They selected Mitzi Gaynor, the vivacious starlet of "Les Girls" and "The Joker Is Wild."

•

An eye arresting full-color ad on "The Missouri Traveler" appears up front in the Jan. 25 issue of "The Saturday Evening Post."

•

"Witness for the Prosecution," "The Brothers Karamazov," and "Desire Under The Elms," are listed in the February issue of "Parade," as pictures "that you can't afford to miss" during the month of February.

•

Mitzi Gaynor, dressed in Navy "whites" for the "Honey Bun" number in "South Pacific," was the cover girl on "This Week's" Jan. 26 issue. A story appeared in the same issue illustrated with photos taken on the sets of the Rodgers and Hammerstein musical.

•

Jean Seberg, the 18-year-old Iowa druggist's daughter who was catapulted into stardom with the help of a nation wide "talent hunt," is profiled in the February issue of "Coronet." She plays an important part in Otto Preminger's "Bonjour Tristesse."

WALTER HAAS

REVIEWS:

The Big Beat

Universal-International

HOLLYWOOD, Feb. 6

SIXTEEN PERPORMERS and groups famous in the recording branch of show business perform 14 song numbers in the course of this lively, melodic and admirably diversified representation of life, love and salesmanship in that industry. The song numbers range from romantic ballads excellently sung by Gogi Grant to frantic rock 'n' roll stuff written and furiously performed by Fats Domino. There is a fairly interesting story line running through this well assembled collection of recording personnel and popular music, but the picture is a direct bid for the patronage of the young people who buy records in fantastic totals at this point in history.

At one point in the picture a character remarks that there are 70,000,000 record buyers in the country, most of them aged between 14 and 25 years. It is for them that the picture was made, and if they all turn out for it, and bring friends, the financial future of the film is very well assured.

William Reynolds, Andra Martin, Miss Grant, Rose Marie, Hans Conreid and Bill Goodwin are the story principals, doing all right by their assignments and not getting in the way of the excellent musical content.

Recording stars and outfits in the picture are Charlie Barnet, Buddy Bregman, Alan Copeland, The Del Vikings, Fats Domino, the Four Aces, Harry James, The Lancers, Freddy Martin, The Mills Brothers, Russ Morgan, George Shearing and Quintet, Jeri Southern, the Bill Thompson Singers and the Cal Tjader Quontet provide plenty of billing names to fill the biggest marquee in the world.

Will Cowan produced and directed, from a script by David F. Harman. Running time, 82 minutes. General classification. Release, in April.

WILLIAM R. WEAVER

Summer Love

Universal-International

HOLLYWOOD, Feb. 6

EXHIBITORS who did well with "Rock Pretty Baby" a year ago figure to do even better with "Summer Love," from the same studio and the same co-writers, for the conspicuous reason that the teenage demand the first picture was created to meet is a year deeper, riper, keener and firmer now than it was then. Additionally, the general setting, the tone and some of the principal characters in this film are substantially the same, with the increasingly popular John Saxon again the top figure, this time with Molly Bee, a network name, opposite. There are seven song numbers in the picture, three of them by Bill Carey and Henry Mancini, and the dance combo led by Saxon gives them plenty of beat. The picture is in the favorite vein of the teenage trade and looks failure-proof.

Writers William Raynor and Herbert Margolis pick up the life of young Saxon, schoolboy band leader, at a point slightly beyond his "Rock Pretty Baby" sign-off and take him, with his five-piece dance combo, to a summer camp at Lake Arrowhead, where they find out they are going to play two dance-nights weekly, filling in with camp chores between. They meet other interesting young people at the camp, get in and out of various small troubles and summer romances, and a good time is had by all. It's no mean undertaking to keep a story as fluffy as this one from blowing away, but the Raynor-Margolis combo does it.

Production is by William Grady, Jr., and direction is by Charles Haas.

The picture makes good use of young George Winslow, the boy bass, and of Marjorie Durant, a 5 ft. 11 in. comedienne, among others.

Running time, 85 minutes. General classification. Release, in April.

W. R. W.

Referendu

(*Continued from page*

be taken probably tomorrow clerk Walter Peterson, who port to the council. The cou will decide whether to place on the regular June electio which also will carry a questi action in awarding a 300-acr Ravine property to the Dodg er, Walter O'Malley, or to election. The latter action sidered highly improbable.

Tuchler Elated

Julius Tuchler, chairman Citizens Committee Against which circulated petitions ag ordinances implementing bo meter and Skiatron, and tur 95,000 signatures for check MOTION PICTURE DAILY toni

"Results speak eloquently public's interest in opposing vision, in principle and in p The matter will go now to t for final disposition, and we doubt as to what that deci be.

"It is a striking coincide petitions reached certificatio same day the House comm Washington voted to postpon television trials over the Congress has had time to a latively."

'First Round,' Says D

Jerome L. Doff, Skiatron ident, commenting on the ment, said:

"Theatre owners of South fornia have won the first their fight to stop closed circ television in Los Angeles. Th 30 cents a name to hired sol structed to tell the people would lose free TV if they sign the petition.

"This misuse of the people right of referendum has t form of a referendum aga enterprise. Closed circuit w vision is an added entertainm ice offered to the individu own option. It is said to co the results of these efforts minded by Julius Tuchler, re tive of the theatre owners a man of the Citizens C Against Pay TV in terms of community in need of new industries due to a sharp d aircraft and motion picture tion.

Cites Other Oppositi

"Theatre men have h stood in the road of progr opposed radio, television of the innovations offered by tion picture industry until fo their acceptance by the TV 1953. They are proponent status quo. They will discov this atomic age their earne and outmoded weapons w highly ineffective to an en public."

Theatre officials contacted clined to comment on the L ment.

k Halt to Pay-TV Tests

(Continued from page 1)

oner, noting the fire the FCC rom the Moulder investigat- mmittee on gifts and expense s, said, "I think we're hardly tion to argue with this com-

said the committee's resolu- d go down to the FCC today. hat the committee would do CC didn't abide by the re- he replied that "we'll have that bridge when we come t Rep. Springer (R., Ill.) said see how the FCC could not the resolution, and Rep. (D., N.Y.) said he thought nittee would go ahead with e hearings and action if the icated it would go ahead ests.

enate Group Influenced

use action might give added to a similar move in the Commerce Committee. The e, which considered a simi- ation yesterday, is slated to matter up again in two ith the outcome indicated as y close.

insisted the House commit- ation doesn't close the door V. "No member of the com- ants to close the doors on g new ideas where the gen- ic might be benefited," he The committee resolution close the door. It merely FCC to withhold the au- ns until this matter can be thoroughly."

oor Believed Closed

committee members felt marks were pretty much for onsumption, and that the e action did pretty well close on toll TV, due to the dif- ever getting Congressional ecifically authorizing it.

did say, however, that the e expected to hold "extensive late this summer or fall on vision—both broadcast and d also on other current tele- oblems.

CC last October announced accept applications from ers for three-year tests of ision systems, and said it ot start processing applica- re March 1. This was inter- the time as an invitation ess to act.

ting Lasted Two Hours

louse committee last month eek of hearings getting pro views. Today was the first meeting it held on the sub- it took just a little over two come up with the proposed

solution says "It is the sense mmittee that the public in- uld not be served" by au- toll TV tests as proposed by It declares that the com- not convinced the FCC has authorize the tests, and also such tests would black-out some free television. For these reasons, it declares, the FCC should not grant toll TV authorizations unless and until the act is amended specifically to empower the FCC to do this.

Harris said the resolution, which he himself sponsored, was adopted following a lengthy discussion of various other anti-toll-TV proposals before the committee. Some members, he said, wanted a flat ban on toll TV "bingo, right now." But others felt that without a consideration of the actual bills, such action might be construed as having the committee close its mind altogether to any kind of pay TV. Passage of this would also be more controversial and time-consuming, he indicated.

'Bill' Suggestion Rejected

Springer proposed, according to Harris, that the resolution proposed as "the sense of the committee" be passed instead as a bill, binding on the commission. But, Harris said, a majority of the committee felt it was almost impossible to expect to get legislation out before March 1, and so the Springer approach was voted down 17 to 7. The resolution expressing the sense of the committee does not require any further action; while it is not binding on the commission, it does avoid any delays or snags that might be the fate of a regular bill which must make its way through the House Rules Committee, the House floor, the Senate Commerce Committee, and the Senate floor.

Passed Overwhelmingly

Harris said the resolution finally carried by "an overwhelming voice vote." He declared there was "some support" for letting the FCC go ahead with tests, "but it was obviously a very small minority." No resolution was offered to let the FCC go ahead, Harris declared.

The Arkansas Democrat noted there were many precedents for the type of action the committee took today. He cited the fact that the Senate committee last year requested the FCC not to permit broadcast signals of more than a certain strength, and the FCC went along with that request.

The next regular FCC meeting is scheduled Wednesday. The Commission could meet before then to act on the committee's request, but officials said this is not likely.

Three More Measures Filed

Shortly before the commerce committee acted, three more anti-toll-TV bills were introduced in the House, bringing the House total to 15. Two were sponsored by Rep. Dingell (D., Mich.)—one to ban pay-TV flatly and the other to put pay-TV off until March, 1961. Rep. Morrison (D., La.) introduced a flat ban bill.

Television Today

Say Letters to House Unit Oppose Toll-TV 1000-to-1

From THE DAILY Bureau

WASHINGTON, Feb. 6. — The House Commerce Committee reportedly has been flooded with letters and postcards against toll-TV. Committee officials said some 50,000 communications had been received in the last two weeks, running about 1,000 to 1 against toll-TV.

Anticipating committee action, Zenith Radio Corp. took a full-page ad in this morning's "Washington Post," declaring that "they're all scared to death of you, the public." It added that opponents of toll-TV are "afraid to give you the freedom to choose on your own behalf the television programs you might want to see."

Renew Mickey Mouse Show for Fourth Year

Contracts have been signed for the renewal of the show, Mickey Mouse Club, over the ABC-TV network, for the fourth year, beginning next October. The show will continue to be telecast from 5:30 to 6 P.M., local time, Monday through Friday.

Telemeter and I.B.C. in Pact

From THE DAILY Bureau

HOLLYWOOD, Feb. 6 — Louis A. Novins, president of International Telemeter Corp., and J. D. Norris, president of the International Boxing Commission, have jointly announced the completion of an agreement under which "certain sports and other programs originating in arenas like Madison Square Garden" will be made available exclusively to Telemeter on an experimental basis.

Present Programs Unaffected

The statement said IBC's regular Wednesday and Friday night programs on free-television would not be affected.

Les Winik, sports program producer, will supervise the presentations.

International Telemeter Corp. Paramount subsidiary, is reported here to have developed a new wiring system for pay-TV which would cut the costs of installing equipment in homes to about $25 per unit, or about half of the average cost experienced heretofore.

'Minor Gain'

(Continued from page 1)

stand the full implications of the TV network-movie lobby on this issue, they will favor permitting the public to be the judge."

Levey added that Skiatron would continue "moving forward" on its wire system which, he said, "can be installed without approval of any Federal agency."

WASHINGTON, Dec. 6.—Marcus Cohn, attorney for the Joint Committee on Toll Television, said he was "very pleased that the committee has seen to it that free television will continue to grow and expand, rather than permitting the commission to toll its death."

TOA's Anti-Pay-TV Film Shipped to All Areas

Special to THE DAILY

CHARLOTTE, N. C., Feb. 6.—Theatre Owners of America has delivered prints of its 16mm film to combat all forms of pay-TV to all sections of the country, Ernest G. Stellings, TOA president, announced today.

Distribution of prints to 20 key TOA leaders was completed early this week, Stellings said, with each leader handling distribution in his area. The 15-minute film was designed for presentation to local civic, business and fraternal groups, and for use by TV stations to enlist support of TOA's efforts to halt contemplated toll-TV tests.

Text of House Committee Resolution on Pay-TV

From THE DAILY Bureau

WASHINGTON, Feb. 6—Here is the text of the resolution approved today by the House Commerce Committee.

Resolved, that it is the sense of this committee that the public interest would not be served by the granting of authorizations for subscription television operations as contemplated by the Federal Communications Commission because 1) it has not been established to the complete satisfaction of this committee that authorization to license such operations comes within the power of the commission under the Communications Act of 1934; and 2) such operations might lead at least to a partial blacking-out of the present system of television operations with possible injury to such present systems in particular communities if not throughout the United States.

For the reasons stated above, it is the sense of this committee that the FCC should not grant authorizations for such subscription television operations as contemplated in its report unless and until the communications act of 1934 is amended so as to specifically empower the commission to grant such authorizations.

WHEREVER HE WALKED ALL HELL BROKE LOOSE!



AUDIE MURPHY STORMS THE ORIENT IN AN ADVENTURE WITHOUT EQUAL!

FIGARO, INC. presents

JOSEPH L. MANKIEWICZ'

production of

THE QUIET AMERICAN

starring

AUDIE MURPHY

MICHAEL REDGRAVE

CLAUDE DAUPHIN

GIORGIA MOLL

and

KERIMA · BRUCE CABOT · FRED SADOFF · RICHARD LOO · PETER TRENT · Based on a novel by GRAHAM GREENE Written for the screen and directed by JOSEPH L. MANKIEWICZ

Filmed on location in Saigon, Viet Nam and at the Cinecitta Studios, Rome · A FIGARO, Inc. Production

THRU UA

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 28 NEW YORK, U.S.A., MONDAY, FEBRUARY 10, 1958 TEN CENTS

Paramount Pre-'48 Library Is to Be Sold to MCA

Agreement Set in $50 Millions Deal with Jules Stein Firm; Awaits Signing; Para. Last to Sell

The long-expected sale to television of Paramount's pre-1948 backlog of 750 features was approved and announced on Friday. The agreement calls for sale of the films to a wholly owned subsidiary of Jules Stein's Management Corp. of America, which is an affiliate of Stein's talent organization, Music Corp. of America, for terms aggregating $50,000,000.



Barney Balaban

Barney Balaban, Paramount Pictures president, announced the agreement shortly after a special meeting of the company's board at which the deal was approved. Balaban said the agreement remains subject to the final signing of papers.

Under its terms Paramount will receive $35,000,000, approximately 30 per cent of which is to be paid in cash, and the balance to be guaranteed by the purchaser.

After $35,000,000 has been re-

(*Continued on page 2*)

R. Taplinger Leaves WB

Robert S. Taplinger has resigned as vice-president and director of advertising and public relations for Warner Bros. Pictures to devote his full time to his duties as chairman of the public relations firm of Robert S. Taplinger Associates, Inc.



Robert Taplinger

Official sources at Warners said on Friday that no successor to Taplinger will be named. Taplinger will leave here late this

(*Continued on page 5*)

Anti-Pay-TV Senators Hail House Resolution

From THE DAILY Bureau

WASHINGTON, Feb. 9.—Senate opponents of toll television said they felt the House Commerce Committee's action last week adopting an anti-toll-TV resolution would strengthen their hand in getting a similar resolution through the Senate Commerce Committee.

"I think we will have the votes

(*Continued on page 4*)

Toll-TV Action Sign Of Daylight: Harling

The action of the House of Representatives Interstate and Foreign Commerce Committee in asking the Federal Communications Commission to call off its plans for pay-TV tests was described here at the weekend by Philip F. Harling, chairman of the

(*Continued on page 4*)

Sperling Sees New Era In Production

By FLOYD STONE

Milton Sperling chatted to the press Friday morning at length about his "Marjorie Morningstar," Cinerama, bankers, the stage, and the parlous state of the industry, which is tempo-

(*Continued on page 3*)

20th-Fox Organizes Record Firm; Skouras, Chairman; Onorati, Head

Twentieth Century-Fox has entered into an agreement with Henry Onorati, vice-president of Dot Records and Lou Del Guercio, noted music industry figure, to organize and operate a record company subsidiary for the film company, it was announced at the weekend by Spyros P. Skouras, 20th Century-Fox president.

Onorati will serve as president of "20th Century Records," with Del Guercio acting as vice-president. Skouras will be chairman of the board and Donald Henderson, secretary-treasurer of 20th Century-Fox, will serve in the same capacity for the record subsidiary.

Recording for 20th Century Records will cover all music categories, including popular, jazz, country and eventually, classical. Another important facet of the operation will be

(*Continued on page 3*)

RKO Foreign Parleys Inconclusive to Date

Conferences of key RKO Radio foreign managers with home office executives here last week concerning the future of the company's foreign operations were inconclusive, it was learned at the weekend. The conferences will be continued this week.

In the offing is the possibility of sale of some of the company's foreign subsidiaries. It has been widely reported that offers for key organizations on the Continent, in Latin America and elsewhere have been made by British Lion Films and others. RKO Radio officials have not been available for comment.

r Has Details

ed Board Get Report B-B Plan

Gives Information -Industry Campaign

pecial to THE DAILY

VILLE, Feb. 9. — Wilbur New Jersey Allied will pre- board of directors of Allied ociation now in session here nformation on the all-indus- ess-building program sup- by Ralph Hetzel, vice-presi- e Motion Picture Association. llied representatives were the MPA press conference ork last week when official

ontinued on page 4)

ew No. Midwest ization Certain

pecial to THE DAILY

APOLIS, Feb. 9. — It ap- tain that after March 13 a new and active business- xhibitors' organization in the lwest, judging from the re- eived by its sponsors to the ommittee of the whole" eld here two weeks ago. r the permanent group

ontinued on page 2)

t Resigns Post National Theatres

n THE DAILY Bureau

NGELES, Feb. 9 — Thorn- t, advertising and publicity f National Theatres and the t Coast division, has an- is resignation effective Feb. 4 years with the company. ning NT, he had directed

ontinued on page 2)

levision oday Page 5

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left New York on Friday for the Coast.

•

CLAY V. HAKE, head of world sales for Paramount's "The Ten Commandments," apart from the U.S. and Canada, will leave here tomorrow for Lisbon and South Africa.

•

JERRY WALD and MARTIN RITT, director, will leave Hollywood by plane this week for Oxford, Miss. After a short visit there they will continue on to New York.

•

SAM SPIEGEL left here for London on Saturday via B.O.A.C.

•

LEWIS ALLEN, director, who returned to New York from London last week, will leave here today for Hollywood.

•

MICHAEL MINDLIN, advertising-publicity director of Figaro, Inc., will arrive in Hollywood today from New York.

•

PETER WITT, talent agent, left New York on Saturday for London via B.O.A.C.

$663,000 to 'Kwai' in Four U.S. Engagements

"The Bridge On the River Kwai" has grossed $663,000 in an aggregate of 27 weeks of playing time in its four U.S. "hard ticket" engagements, with a policy of 10 performances a week, and $988,000 in an aggregate of 35 weeks playing time in six key overseas cities, Columbia Pictures announced at the weekend.

The breakdown for the four reserved-seat domestic dates, with near capacity at all 10 performances a week, shows the RKO Palace, New York, took in $250,000 in the first seven weeks; the Egyptian, Los Angeles, $176,000, seven weeks; Lincoln, Miami Beach, $105,000, seven weeks; and Gary, Boston, $132,000, six weeks.

'Kingdom' Bows Set

The Rank Organization's "Campbell's Kingdom" will have a dual American premiere in Portland and Seattle as part of a 150-theatre Northwest territorial saturation opening. The picture will bow at the Liberty Theatre in Portland tomorrow and at the Orpheum Theatre in Seattle on Wednesday.

Paramount Backlog to MCA

(*Continued from page* 1)

ceived by Paramount, another $15,000,000 is to be paid it out of a minimum of 60 per cent of gross receipts received from the films by the purchaser, the Balaban announcement stated.

Balaban noted that Paramount had decided "some time ago" to dispose of its entire pre-1948 film library. "The final step toward that end is about to be consummated," he said. Noting that "many offers" had been received by Paramount, Balaban said "each has been carefully considered."

Several Had Bid

It is known that CBS, N.T.A., Storer Broadcasting and others have been interested bidders over an extended period of time. Also, a group of the nation's leading exhibitors explored briefly the possibility of jointly bidding for the Paramount library with the objective not only of balking its acquisition by television but also of realizing reissue revenue from the films for some time to come. However, the bidding by then was at levels which made the idea impractical from the exhibitors' standpoint.

The library includes every Paramount feature sound production made prior to 1948. Among the films are all of the company's Cecil D. De Mille productions and the popular "Road" series, starring Bing Crosby, Bob Hope and Dorothy Lamour, as well as many other well known productions.

Paramount was the last of the major companies to dispose of its pre-1948 library to television. Already the dike is showing signs of weakening on sales of post-1948 films. Republic Pictures has completed such a sale and so have a number of independent and British producers. However, no major company has yet been known to have seriously considered such a sale and several have taken positive stands against such action.

AFM Confab Today

The Producers Association is scheduled to resume negotiations today with the American Federation of Musicians on a new basic agreement which will include terms for the participation of musicians in proceeds from sales of post-'48 films to television. The AF of M is demanding five per cent, whereas producers, fearful of establishing a precedent which, if followed by other studio guilds and unions, could prove ruinous, are insisting that no fixed percentages be written into agreements covering the sale of post-'48 films.

Asks Vast Audience For 'Oscar' Telecast

Under the caption, "Wanted: An Audience of 70 Million Movie-Goers!," the 86th in the series of COMPO ads in Editor & Publisher, which appeared last Saturday, publicizes the Academy Awards telecast on March 26, and solicits newspaper cooperation.

"This year's Academy Award presentation," the ad says, in part, "will have several new aspects which we believe will interest the press and the public. The coast-to-coast (NBC) telecast of the 'Oscar Night' performance in Hollywood will be sponsored this year by the motion picture industry itself.

"With the industry sponsorship making it possible for all Hollywood talent to cooperate, the show promises 90 minutes of uninterrupted entertainment."

Eight More Stars Set

HOLLYWOOD, Feb. 9. — The Academy at the weekend announced the addition of eight stars to the list previously committed to appear on the Awards program being produced by Jerry Wald. The addition brings total list to 58, including several top stars who have never appeared on television before.

Women's-Work-Week Bill Again Filed in N.Y.

Special to THE DAILY

ALBANY, N. Y., Feb. 9 — A bill, vetoed by Governor Harriman last year, which amends the labor law to provide that present limiting provisions for women shall not apply to those over 21 "engaged in processing or editing of films for television or newsreel use," has been re-introduced by Sen. Irwin Pakula and assemblyman Anthony O. Saverese, Jr., Queens Republicans.

J. E. Holston Dies

CHARLOTTE, Feb. 9 — John Elbert "Hi" Holston, 63, manager of the 20th Century-Fox branch here, died early Friday morning at his home. He had been with the company 35 years.

The deceased is survived by his wife, four sisters, a brother, a son and two grandchildren.

Harry Hynes, Sr., 66

ST. LOUIS, Feb. 9.—Harry Hynes, Sr., 66, a veteran of more than 28 years with Universal Pictures until his retirement as St. Louis branch manager in October 1956, died here on Thursday of a heart condition following an illness of several months.

Upper Midwe

(*Continued from page* 1)

meeting here on that date vot
Theatre Owners of America affi
or decides to operate indepen
on the local level is a questio
very much up in the air, but
is no doubt that there will be
group to fill the vacuum left
apparent death of North Centr
lied.

While Harold Field, Edmon
ben and Charles Winchell, sp
of the new group, have a strong
us of Twin Cities exhibitors
by Gil Nathanson, now tem
president, it would appear fro
mail response that the biggest s
will come from the outstate
tors, both from small towns ar
situations.

Local Exploitation Them

The appeal of the new or
tion is based entirely upon its
make exploitation at the loca
the big task of the new group
the patrons back in the theatre
listed as the No. 1 goal and an
tising program is currently
drafted by Harry Greene of We
and Everett Seibel of Maco to a
that end.

Arguments Heard o Jersey Bidding Case

Special to THE DAILY

PHILADELPHIA, Feb. 9.-
ment was heard Friday in th
District Court for the District
Jersey on a motion to dismiss
plaint by Paramount Distr
Corp. involving the request of t
cony-Palmyra Bridge Drive-In
tre to bid against Camden
for first-run product.

Paramount has filed a co
seeking a declaratory judgm
the effect that it is not requ
permit such bidding. Sumne
stone, general counsel and vic
dent of Northeast Drive-in
Corp. which operates the
urged the court to dismiss th
plaint, asserting that the court
jurisdiction.

Sargent Resigns

(*Continued from page* 1)

the advertising department of
ras Theatres in St. Louis, ha
drama editor of the "St. Louis
and English instructor at the
sity of Missouri. He served a
tenant commander in the N
Washington and as assistant of
charge of naval photographic
in Hollywood during the war.

Sargent told MOTION PICTURE
he will announce his new act
a few days. No successor has b
nounced.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman,
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A
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Most Independent' roducer Tells How

industry's "most independent er"—so independent he's never o Hollywood, never uses a stu- akes pictures privately first and nem later, and on budgets he robably shouldn't be mentioned interviewers at Sardi's at on Friday he feels certain the y can't die, and he feels every has its place if it doesn't cost ich in relation to its market.

ris Engel, known up to now for Fugitive" (1952) and "Lovers llipops," (1955) said he doesn't that big money spent on a is necessarily a handicap, but be. It means control, it builds tions; and, no more than stars, n't mean success, he declared. n so far has worked: he and es made his previous films, n looked for a buyer. "Fugi- e said, has played 5,000 thea- l still has Japan, the Far East, e Iron Curtain to go. The group released it; and Trans- leased "Lollipops," on which rns aren't in. He figures, and tell it, "Fugitive" cost about

now has "Weddings and which he and Joel Glickman n Manhattan, on its streets its houses, with Viveca Lind- er four year old son, ohn Myners, and a 75-year- ian amateur, Chiarina Barile. of love between Italian Amer- nd of compassion and need; "art" film which he hopes trophies, play the art theatres then go right down the cir- 'illiam Morris is seeking dis- , and Engel has no objection ell it outright.

F. S.

shers Call Ad Censorship'

Special to THE DAILY

NY, Feb. 9 — The New York blishers Association opposes klin-Marano Bill which pro- at the State Education De- 's motion picture division, in films, place them in one of egories and that theatre ad- note the specific category. ition of the powerful organ- which is holding its annual convention here, became t the weekend.

ssociation plans to file a pro- legislative leaders. It is un- to take the position that such ment is a form of censorship, ates the principle of freedom ess.

ction

Lollobrigida is the wife of o Skofic, and not of Maleno , producer of "Beautiful But ls," as inadvertently stated in a review of the film in PICTURE DAILY Feb. 6

Sperling Says

(*Continued from page* 1)

rary, he trusts, and reflects the business as it is: a gamble, but the payoffs are big.

About Marjorie": it's two hours and three minutes long, a year and a half in making; and if the whole theory that a popular novel has a waiting audience is true, we're in." It opens in Miami March 20 before people of Manhattan leave, and in Manhattan (Music Hall), and elsewhere, at Easter.

About the industry: it has a disturbing disorientation, which is demoralizing, and if it continues it will "fragmentize" like the French industry and then an independent producer such as he will have quite a time collecting and coordinating everyone from bankers to actors to technicians. But it won't continue that far, although it has time to run, he believes. Studios have become "like the dodo bird," now depend upon originality, upon "the package" and upon the creators, the producers and directors.

Cinerama: he probably within days will sign for "Cinerama Circus." It will have one or two stars, and "it will have a story." He is encouraged by hearing Cinerama's first three pictures grossed $20,000,000 each; so, if he spends $2,000,000 he should receive it back from only five houses within a year. He also is discussing the wisdom and the techniques of "printing down" to 35mm.

20th-Fox Organizes

(*Continued from page* 1)

album recordings of motion picture soundtracks and of original cast recordings from musicals.

Onorati, who will be resigning from Dot at the end of this month, has been with the record company for two years.

Del Guercio is at present engaged in a number of music industry activities, and has been in the industry for more than 30 years. He is president of Kuperman and Del Guercio, Inc., a music printing establishment and is also a partner in the Delaware Music Corp.

33 Winners of NCCJ Media Awards Named

A total of 33 winners from all divisions of the mass communication media "for outstanding contributions to the cause of brotherhood" were announced here at the weekend by the National Conference of Christians and Jews.

Thirteen of the winners will receive the National Brotherhood Award, the highest recognition conferred in the media field by the National Conference of Christians and Jews. Twenty will receive the Certificate of Recognition. The recipients were selected by professional leaders in all media branches from more than 600 nominations. In the field of motion pictures, M-G-M was presented with the National Brotherhood Award for "Something of Value."

June 3 Is the Voting Day For Los Angeles Pay-TV

LOS ANGELES, Feb. 9 — City Clerk Walter C. Peterson on Friday announced that the pay-television question will go on the June 3 election ballot.

The public will be asked to approve or disapprove the City Council action in granting Telemeter and Skiatron permission to wire the city for pay-television.

National Asks Overturn Of Anti-Trust Ruling

From THE DAILY Bureau

WASHINGTON, Feb. 9.—National Theatres Corp. asked the Supreme Court to overturn a second circuit Court of Appeals ruling reinstating a private anti-trust suit against National.

The issue is whether the plaintiff, Bertha Building Corp., is entitled to a jury trial on the question of whether its suit is barred by the California statute of limitations.

Bertha operated the Tower Theatre in Los Angeles until July, 1935. Sixteen years later, in 1951, it brought suit in New York, charging that National had helped put it out of business. Bertha said the usual three-year statute of limitations didn't apply because National could not be served in California from 1935 to 1938.

The New York District Court said no jury was necessary since the issue was solely one of venue. It then ruled that National had been suable in California before 1938, that the statute of limitations had run, and that the suit should be dismissed. The appeals court, splitting two to one, said Bertha was entitled to a jury trial on the issue and sent the case back to the district court for trial. National, appealing to the high court, says Bertha had no constitutional or statutory right to a jury trial.

Film Truck Service Sues Michigan Allied

Special to THE DAILY

DETROIT, Feb. 9.—Mrs. Gladys B. Pike, president, has announced that Film Truck Service, Inc., is instituting legal proceedings against Allied Theatres of Michigan, Inc., its officers and directors, seeking $250,000 damages. The plaintiff contends ". . . under the guise of a non-profit operation (Michigan Allied, officers, directors) have engaged in unlawful, improper, and unethical activities aimed at the destruction of Film Truck Service, Inc. . . ."

Michigan Allied recently petitioned the Michigan State Public Service Commission to deny an increase in rates for film delivery to theatres which Film Truck sought, and which, stated Allied, averaged 15 per cent and, in some instances, ran as high as 20 per cent.

PEOPLE

Richard P. Brandt, president of Trans-Lux Theatres Corp., will hold a press conference in the company's board room today to discuss details of a new distribution plan.

□

Boyce Nemec, for 10 years executive secretary of the Society of Motion Picture and Television Engineers, and more recently an independent management consultant, has joined Reevesound Co., Inc., as executive vice-president.

□

Steve Brooks, member of the Warner studio publicity department for the past nine years, today was named west coast publicity director for Hecht-Hill-Lancaster by Bernard Kamber, public relations director of the organization.

□

Spence Steinhurst has been named by American International Pictures as its field publicity and exploitation director for the Southwest and Gulf states.

SAG Confab in N.Y.

HOLLYWOOD, Feb. 9 — Negotiations between the Screen Actors Guild and producers of television spot commercials for a new contract, which wound up inconclusively 10 days ago, will be resumed in New York Tuesday.



ASK YOUR THEATRE
TO BRING HER BACK
In this Centennial Year of Lourdes
20th Century-Fox's
THE SONG OF BERNADETTE*
starring Miss Jennifer Jones
*Cannot be seen on TV!

This ad will reach the 76.8 million readers of LIFE, LOOK, SEVENTEEN, GOOD HOUSEKEEPING and 10 more top publications!

Anti-Pay-TV

(*Continued from page 1*)

now," said one Senator. The Senate Commerce Committee has indicated it would vote Wednesday, Feb. 19, on a resolution by Sen. Thurmond (D., S. C.) asking the Federal Communications Commission to do nothing on toll-TV until specifically authorized by Congress. The committee vote is considered close.

The Thurmond resolution is similar to the one approved by the House Committee Thursday. Senate action could be academic by the 19th; it's possible that the FCC will act one way or the other on the House resolution at a meeting scheduled this Wednesday.

FCC Members Reticent

The committee resolutions are not binding on the FCC, but many Congressmen and Senators expect the commission to bow to the commission votes. Members of the FCC were themselves being very guarded, however, in discussing the matter, and some commissioners indicated they felt like proceeding with the tests. Actually, to this date only one toll-TV application is before the commission, but most observers have felt the industry was waiting to see what the Congress and commission would do before filing applications.

Two Warner Branch Managers Are Named

The appointment of two new Warner Bros. branch managers was announced at the weekend by Charles Boasberg, the company's general sales manager.

Carl Miller has been named Seattle branch manager, effective immediately. He formerly was Denver branch manager. Donald Urquhart will be the new Denver branch manager.

Urquhart, formerly a salesman for the company in Minneapolis, will assume his new post today.

Invite Allied, ITOA, MMPTA To Hear Ticket-Selling Plan

An invitation to attend a special presentation of the industry's business building program has been extended to Allied States Association, Independent Theatre Owners Association and the Metropolitan Motion Picture Theatre Association by A. Montague, acting on behalf of the Council of Motion Picture Organizations and the MPAA, it was reported here at the weekend.

The presentation will be held in the MPAA board room on Thursday morning, February 20. Details of the business-building program were already presented to other exhibitor representatives, including those of Theatre Owners of America, here last Tuesday.

REVIEW:

Chase A Crooked Shadow

Associated Dragon—Warners

"CHASE A CROOKED SHADOW," with a fine star performance by Anne Baxter and very able direction by Michael Anderson, whose "Around The World in 80 Days" has won some fame here and abroad, is the kind of melodrama that depends upon a trick, twist ending which reviewers (and, eventually, the public) are asked not to reveal.

Half the fun in such melodramas is checking, after the fact, how logically the twist has been worked out. If everything falls neatly into place, satisfaction can be guaranteed. But if, as in this case, the twist is based on a thoroughly ridiculous first premise (which, unfortunately, we are sworn not to reveal), there is bound to be an after glow of anti-climax, tinged with a suspicion that the scriptwriters (David Osborn and Charles Sinclair) have been a wee bit dishonest.

Nevertheless, for about three-quarters of its running time "Chase a Crooked Shadow" is quite entertaining story-telling which neatly bewitches one's sense of the plausible. Miss Baxter is seen as wealthy heiress from South Africa who has come to her villa on the Spanish seacoast to rest following a nervous breakdown. A year before her brother has been killed in an auto accident following which her father, head of a vast diamond holding firm, committed suicide.

One night there turns up at the villa a glib, personable young man, Richard Todd, who claims to be Miss Baxter's dead brother. The lady, and the audience, are convinced that he is not, passports and letters of credit to the contrary. The brother then sets about a plan, built upon quiet terror seemingly designed to drive the lady out of her mind. He brings in his own mysterious housekeeper and man servant and in effect makes Miss Baxter a prisoner in her own home. It's shortly revealed that the trio are after some diamonds which disappeared after Miss Baxter's father died.

Complications are compounded when Miss Baxter's uncle, Alexander Knox, comes on the scene and identifies Todd as his actual nephew. This also shakes the confidence of the local police inspector, Herbert Lom, to whom Miss Baxter has turned in her hour of trial. From that point forward, no further plot revelations are allowed.

Director Anderson has kept things moving with mounting suspense and received excellent performances from his cast. Also he has made fine use the high, rugged Spanish seacoast locale, dramatically caught in sharp black-and-white photography. It is, in fact, a first rate physical production.

Douglas Fairbanks, Jr., produced, in association with Thomas Clyde, for Associated Dragon Films. Warner Brothers is the distributor. Fairbanks, incidentally, makes a "curtain" speech after the final fadeout, asking the audience not to reveal the etc., etc.

Running time, 87 minutes. General classification. Release, in March.

VINCENT CANBY

Toll-TV Action

(*Continued from page 1*)

Pay-TV Committee of Theatre Owners of America, as "the first sign of daylight."

"This is the first constructive concrete legislative action since we undertook the fight against pay-TV in February 1954, and comes almost four years to the day we filed our first application," Harling said. "We are confident that the Senate Interstate and Foreign Commerce Committee, which is considering companion resolutions, will also reach the same decision, and that both houses will bring back a joint bill barring pay-TV over the air."

Harling said that the House Committee action will now enable the TOA committee to concentrate on cable-TV. Pointing out that TOA had already made a step in that direction by producing and distributing the special "Toll TV—What It Means to You" film explaining the "dangers" of permitting cable-TV, Harling said that he was looking forward to the Allied States Association, through its board of directors now meeting in Louisville, joining TOA "in unified all-out opposition to pay-TV."

Berger Scores Para. Terms for 'Ten' Dates

Special to THE DAILY

MINNEAPOLIS, Feb. 9.—Benjamin N. Berger, Minneapolis independent circuit owner, has written to the Justice Department complaining that Paramount Pictures is "discriminating" against him by "demanding $2,750 before it will deliver a print of 'The Ten Commandments'" at Fergus Falls, Minn., for which he has already signed a contract.

Berger contends in the letter that this is Paramount's "method of trying to dictate an advance admission price at the theatre.

Allied Boa

(*Continued from page 1*)

announcement was made that dustry ticket-selling campaig definitely get underway in Julius Gordon, Allied States dent; Snaper and Irving D also of New Jersey Allied, w vited to the meeting last week not attend.

Both Gordon and Abram Allied chairman, have expresse cern over the change in origin which resulted in including the Academy Award telecast program and said that the would have to consider parti in it at its present meeings Kentucky Hotel here.

Agenda Is Heavy

The board meetings today morrow precede the annual States Drive-In Convention through Thursday. The board heavy agenda before it, aside f business-building program, in election of officers.

Adoption of a program o help" will be the major theme drive-in convention. Among t cipal speakers will be Joseph gel, president of Loew's, In will address the closing banqu Albert Sindlinger, who will main speaker on Tuesday. Th will present an analysis of the ing motion picture market b his most recent surveys.

Pappas to Be Heard

Representatives of newspap dio and television will discus tive use of those media in r the greatest possible market Pappas, vice-president of the Theatre Corp., will head a di of concession operations on t ond day of the convention, v ports on business-building a throughout the nation expecte the rest of the day.

Hugh McLachlan, Allied ment study committee chairm report on equipment develop the final session. Myers will t fine Allied's policies regarding tant industry matters and re future programs and policies.

Distribute QP Ticket Plan at Drive-In Meet

Reprints of the Motion Herald-Motion Picture Daily family ticket plan, designed increase theatre attendance, distributed by convention of those attending the business- sessions to be conducted at annual convention of Allie Drive-In Theatre Owners at tucky Hotel, Louisville, t through Thursday.

Specifics of the plan were p in Motion Picture Daily on and in Motion Picture Herald 18. Reprints are available on tion to either publication.

l the THEATRE QUIPMENT d Refreshment ORLD . . .

. with RAY GALLO

S is the drive-in theatre's 25th ear, a fact that many folks in portant branch of the industry ot be aware of since it did not get going until after the war. rst drive-in, at Camden, N. J., pened in 1933. However, there t more than 125 or so by the artime restrictions stopped all construction. After the war, car speaker came on the mar- hich eliminated speakers at the and in front of the cars. These en objectionable because the carried beyond the drive-ins. hat obstacle removed, drive-ins omed. In just the dozen years he total of 125 drive-ins in the grew to more than 4,000. But really began so long ago as

•

ething brand new for drive-in s will be introduced at opera- f Eastern Outdoor Theatres in ersey in the spring. According ldon Smerling, executive vice- nt of that circuit, "midget" obile racing will be installed at of its drive-ins. Known as Quarter Midget Racing, this for youngsters from 5 to 14 ld already has quite a few in- ons not connected with drive- tres and has proved safe enough approval of parents and civic zations. Naturally, the kids are bout it—girls as well as boys. cing cars, to take those manu- d by the Robel Corporation of k, Pa., are 76 inches long with ot wheel base, and only 28 high, and have a two horse- motor. The track is a twentieth ile around and specially built ety. The Robel company offers age deal for about $5,000.

•

ous ways of providing cooling s at drive-ins have been sug- through the years, and now one has been found which is ole as the use of in-car heaters. rd Industries of Oak Lawn, Ill., nounced in-car air conditioners, will be installed at the Starlite drive-in in Chicago in time for summer operation. Like the Bernz-O-Matic heaters distributed by Stanford, the air-conditioners will use propane gas.

•

As predicted last fall, the supply of popcorn is going to fall off as soon as present stocks of processed corn are used up. Speaking at the recent Western Regional Conference of the National Association of Concessionaires in Dallas, Harold F. Chesler of the Theatre Candy Distributing Company, Salt Lake City, said the outlook remains unimproved and prices are advancing. Weather conditions caused a small 1958 crop. Mr. Chesler said, "Many popcorn processing firms have issued pro-rations of as high as 54 per cent on contracts made in 1957, while others have withdrawn from the market. Current quotations of $10 per hundred pounds, F.O.B. processor's plant, are indicative of the rising trend, which might reach $15 or $18 within 60 days."

't Blow Your Top
Play Safe-Order Your
SPECIAL TRAILERS
From Good Old Dependable
FILMACK
Always Quick - Always Good!

R. Taplinger

(*Continued from page 1*)

week for a brief vacation at Acapulco, Mexico, as the guest of Serge Semenenko, first vice-president of the First National Bank of Boston, and a member of the Warner Bros. board of directors.

Taplinger joined Warners two years ago but retained his interests in the public relations agency, which was organized in 1948 with offices in New York, Chicago, Los Angeles and London. The Taplinger firm will establish a separate division to handle publicity and promotion for independent motion picture companies and television programs.

The decision not to fill Taplinger's post leaves Gilbert S. Golden as senior executive in the Warner advertising-publicity department. Golden is in charge of advertising with headquarters at the Burbank studios. In the East, Meyer Hutner continues in charge of publicity, and Charles Cohen in charge of advertising.

Taplinger was in charge of publicity at the Warner Bros. studios for four years prior to World War II. Previously, he was publicity director of the Columbia Broadcasting System. He resigned from CBS in 1935 to open his own radio publicity business. This was absorbed by Warners two years later when Taplinger first signed a contract with that company.

Subsequently, Taplinger's motion picture associations included that of executive assistant to the president of Columbia Pictures, and vice-president for Walter Wanger and Enterprise Productions.

'Witness' Openings Big

Arthur Hornblow's production of "Witness for the Prosecution" registered "smash" grosses of $5,180 at the Astor Theatre and $2,700 at the Plaza Theatre in the opening day here Thursday of its dual New York premiere engagements, United Artists announced at the weekend.

Television Today

IN OUR VIEW

IT IS announced that the National Television Review Board of the National Association of Broadcasters has redesigned its seal of good practice and sent the necessary 35mm slides to all its subscribers. The redesigning was for the purpose of incorporating in the seal the full name of the association, which has merit, but of equal or more importance is the fact that the new seal makes the words "Seal of Good Practice" more clearly visible to the viewer.

The Review Board is doing a good and valuable work, and is deserving of the full support, cooperation and backing of the whole of the television industry. Only last week the Board reported that in the past year it had monitored nearly 21,000 programs and timed a quarter of the million individual commercials put on the air by two-thirds of the Code subscribers. During the coming year, according to the report made by Edward H. Bronson, director of NAB Television Code Affairs, for William H. Quarton of WMT-TV in Cedar Rapids, Ia., who is Code Board chairman, the Board plans to check all remaining code stations and to start a second complete check of subscribers.

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It is interesting and challenging that the report from Mr. Bronson says, "We also propose to devote more attention to qualitative aspects of advertising—as opposed to merely timing and counting spots—and to focus greater attention upon the program provisions of the document." It is reported that only five of the 116 stations monitored in 1957 were found to be operating in "substantial disconformity" with the code. Three of these stations agreed to change their policies, and discussions are continuing with the other two.

One of the reasons indicated, wisely, for the value of the Code Review Board, in TV operation is in the area of commercials which may be considered to violate the tenets of good taste, or which might be construed as tending to mislead or deceive the public. When such advertising comes to the attention of the Federal Trade Commission, which exercises jurisdiction in such matters, the situation may well be referred to the Federal Communications Commission. It must be remembered that television stations have their licenses from the FCC, as facilities operating "in the public interest." The inference is quite clear, and quite obvious.

It speaks well, indeed, for the general majority of stations in the country, that the number found not adhering to the provisions of the Code are almost negligibly few in number.

At the same time the need for continuation of the Code Review Board and constant attention on its part to the job at hand is apparent. No less than 298 stations and three networks in the country are subscribers to the Code.

Incidentally, the Board found there was inadequate display of the seal by member stations. That is a mistake. The public should be made fully aware of the industry's own effort to keep its house in order—for the good of the public.

—Charles S. Aaronson

NTA Acquires 100% KMGM-TV Ownership

National Telefilm Associates, Inc., has acquired 100 per cent ownership of KMGM-TV, channel nine in Minneapolis-St. Paul, by the purchase of the 25 per cent stock interest held by Loew's, Inc., Oliver A. Unger, NTA president, announced at the weekend.

NTA acquired controlling interest of KMGM-TV last November when it purchased 75 per cent of the stock of United Television, Inc. The transaction also provides for the cancellation of the station's contract with M-G-M-TV for their library of motion pictures which KMGM-TV has been telecasting since last December. United Television, Inc., has now applied to the Federal Communications Commission to change the station's call letters to KMSP-TV.

At the request of NTA, Loew's, Inc., has agreed to negotiate for a new contract with the station for the M-G-M film library, although talks will also be held with other local stations.

Webs Get 2 Days Each In TV Practice Hearing

From THE DAILY Bureau

WASHINGTON, Feb. 9.—The Federal Communications Commission said its television network practice hearings would lead off March 3 with each of the three major networks being assigned two days to testify.

The commission is holding hearings on a report by a staff study group recommending major changes in FCC regulations and laws, mostly tightening controls on networks and network practices. The networks are fighting most of the recommendations.

The FCC said it did not know how long the hearings would run or whether the hearings would run consecutively. It said night hearings would be held if necessary. Questioning is to be confined to FCC members and staff, though outsiders can submit questions to the staff for putting to witnesses.

American Broadcasting Co. will open the hearings, the FCC said, followed by CBS and NBC.

BB SHARPSHOOTER!

(Business Building, of course)



What's all the shootin' about?

Why is the Prize Baby posing for this picture with his sights set on your boxoffice?

Simply to remind you that he's doing it every day of the week—and furnish the proof that he's hitting the target with the most success at the least cost!

Yet, the Prize Baby is only as good as his high calibre ammunition —42.9 gauge trailers*—by far, the most surefire in the entire showmanship arsenal!



*Sindlinger & Co. survey published Dec. 2, 1957, reveals tha for every $1,000 now spent in theatre admissions, $429 directly influenced by the trailer.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 29 NEW YORK, U.S.A., TUESDAY, FEBRUARY 11, 1958 TEN CENTS

Monthly Charge

w Changes vised for lemovies

um to Be Revised in or More Subscribers

Special to THE DAILY

LESVILLE, Okla., Feb. 10 emovie system here will un- astic program and operational including a reduction in the charge from $9.50 to $4.95, announced here today by Griffing, president of Video lent Theatres.

evised program, which is d to go into effect March 2, lows:

nt motion pictures will be Continued on page 4)

Book Ready cademy Telecast

O's press book, for use by s in promoting a record audi- this year's Academy Awards March 26, came off the press and will soon be distribut- ,000 exhibitors through Na- reen exchanges, according to V. Coyne, COMPO special

ress book, consisting of 20 Continued on page 4)

nic Named Asst. Studio Manager

om THE DAILY Bureau

YWOOD, Feb. 10.—George has been named assistant nanager of the M-G-M Stu- ulver City. He will work with nnix, for many years general of the huge studio plant. ointment was made by Jo- Continued on page 5)

levision oday Page 4

AFM, AMPP Meet Here; Resume Talks Today

Negotiations between the Association of Motion Picture Producers and the American Federation of Musicians on a new contract for employment of studio musicians and their participation in revenue from the sale of post-1948 films to television were resumed at the Waldorf-Astoria here yesterday, and will continue today. There was no official statement yesterday as to the progress of the talks.

Participating in the negotiations are Charles Boren, representing AMPP and a committee of film company executives, and president James C. Petrillo and others of the AFM.

WB Has 18 Films Ready; 4 Shooting; 18 in Works

Warner Bros. has 18 pictures completed and awaiting release, four others in production and 18 in various stages of preparation, the company stated in an announcement released here yesterday.

Now shooting are "Indiscreet," "The Nun's Story," "Home Before Dark," and "The Naked and the Dead."

Properties now being prepared include "John Paul Jones," "Auntie Mame," "Damn Yankee," "The FBI (Continued on page 4)

Board Meets in Louisville

Name Horace Adams To Head Allied States

Directorate Voices Strong Opposition To the Sale of Post-1948 Pictures to TV

Special to THE DAILY

LOUISVILLE, Feb. 10—The board of directors of Allied States Association, meeting here today in what one of the participants called an "angry" mood, passed a resolution asking that the industry refrain from releasing post-1948 pictures for sale to television.



Horace Adams

The meeting, which saw Horace Adams of Cleveland elected president of Allied, also appointed a committee to "talk to" the presidents of film production companies about the threat of post-48 picture sales.

At the same time, the directors (Continued on page 5)

Brynner And UA in 11-Film, 8-Year Deal

By JAMES D. IVERS

Motion Pictures today must be "special events" and that in the long run is a good thing for the industry, Yul Brynner, director, award-winning actor, and now independent producer, said yesterday at United Artists. Announcing an 11-picture, eight-year deal with UA, Brynner said the first picture from his Alciona Productions company would be "The Gladiators," budgeted at $5,500,000. The announcement was made at a joint press conference with Robert Benjamin, UA chairman of the board, Max Young- (Continued on page 5)

Arnall Urges Entire Industry Cooperate on Business Building

By WARREN G. HARRIS

"There's never been a time when there's been a greater need for the motion picture industry to unite behind a business building program than now," Ellis Arnall, president of the Society of Independent Motion Picture Producers, told representatives of the trade-press here yesterday at luncheon at the Hotel Biltmore.



Ellis Arnall

Arnall said that it was his "personal view" that the industry's business building program should have "central direction," and that the Council of Motion Picture Organizations "should be charged with that responsibility as the only over-all industry organization." He pointed out that "it does not seem significant as to who leads the parade or what group gets the most credit—the important thing is that the entire industry must march forward with the blare of trumpets and the beating of drums to establish and maintain the motion picture as the most universally accepted medium of mass entertainment."

As a member of the executive board of COMPO, Arnall expressed a desire "to see more frequent organizational (Continued on page 2)

Expect 1200 to Attend Brotherhood Dinner Here

More than 1,200 persons, representing every segment of the amusement industry, will attend the annual Brotherhood Awards Dinner Thursday night in the grand ballroom of the Waldorf-Astoria national chair- (Continued on page 5)

Allied Group to Be There When B-B Plan Is Offered

Special to THE DAILY

LOUISVILLE, Feb. 10 — Allied States' board of directors, meeting here today, instructed incoming president Horace Adams to form a committee to be present on Feb. 20 at a "full dress presentation of the business building campaign" in reply to an invitation wired by Abe Montague, vice-president and general sales manager of Columbia Pictures.

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager, will return to New York today after having presided at sales meetings in Atlanta, St. Louis and Los Angeles.

•

JOHN P. BYRNE, Loew's general sales manager, will leave here on Friday for New Haven, where he will speak at a luncheon of the Union League.

•

LEO F. SAMUELS, Buena Vista president, and JESSE CHINICH, Western division sales manager, have returned to New York from the Midwest.

•

JAMES H. NICHOLSON, president of American International Pictures, will return to Hollywood on Thursday from Louisville.

•

ROUBEN MAMOULIAN will leave New York at the weekend for Washington. After a short visit there he will return to the Coast.

•

DAVID E. DIENER, vice-president of the Monroe Greenthal Co., will arrive in Los Angeles today from New York.

•

MAX FINE, Broadway sign designer and builder, became a grandfather last week when his daughter, MRS. JANET COTTEN, gave birth to a daughter here.

AB-PT Dividends Set

The board of directors of American Broadcasting - Paramount Theatres, Inc., has declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable March 15, to holders of record on Feb. 21.

Honor Moskowitz Today

Charles C. Moskowitz, motion picture industry pioneer and former treasurer and vice-president of Loew's, Inc., will be awarded the "Order of the Lion" by Alpha Epsilon Pi, national collegiate fraternity, at a dinner tonight at the New York University Club, here.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Lincoln's birthday, a legal holiday.

Protests Chicago Ban on 'Elms' for Under 21

From THE DAILY Bureau

HOLLYWOOD, Feb. 10 — Don Hartman, producer of Eugene O'Neill's "Desire Under the Elms," today, protested to Mayor Richard A. Daley of Chicago that city's Police Censors ruling which would prevent anyone under age 21 from attending showings of the film. In a telegram sent from here, Hartman urged the mayor to rescind the prohibition. The producer held that . . . "The inherent tragedy of such a restriction by your censors is to place an undeserved implication upon the work of a great poet and playwright whom all the world has honored."

Hartman, supplementing an appeal by Paramount already filed with the Police Censors, pointed out that "Desire Under the Elms" received a seal of approval from the industry's Production Code Administration.

Col. Plans Special 'Kwai' Exploitation

Based on the experience with the promotion of "The Bridge on the River Kwai" in four cities to date, Columbia Pictures is planning to send out a force of exploitation men to key cities with an elaborate kit of material for newspapers, including both stories and pictures; a television and radio campaign; music and book promotions, civic tieups, including schools and churches, theatre fronts, a giveaway, color diplays and souvenir programs. Plans were disclosed to the trade press at a conference at the home office here yesterday.

The picture has been playing Miami, Boston, Los Angeles and at the Palace, New York. Several more openings are scheduled before the Academy Awards telecast late next month.

William LeBaron Dies; Was Film Producer

From THE DAILY Bureau

LOS ANGELES, Feb. 10.—William LeBaron, 74, film producer and playwright, died early yesterday of a heart ailment in St. John's Hospital, Santa Monica Hospital. His last film, "Carnegie Hall," was completed in 1947.

From 1924 to 1927, LeBaron was supervisor of Famous Players-Lasky Corporation on Long Island. In 1927, he went to Hollywood as vice-president of the old Film Booking Office Studios, which later became RKO, where he was appointed head of production. Later he switched to Paramount in the same capacity and from there to the Fox studios as a producer. In 1945 he established his own independent production company, Federal Films.

Arnall Urges

(*Continued from page* 1)

meetings and a more strenuous effort made to bring all industry groups into an enthusiastic working arrangement with COMPO, free from suspicion and free from negative attitudes."

Questioned on his views on the future of pay-TV, Arnall said that "eight years ago the SIMPP had blazed the trail by unanimously urging the licensing of subscription television." Decrying the House Commerce Committee resolution to halt FCC tests pending Congressional approval, Arnall commented that he "enthusiatically" supported the idea of "permitting water to reach its own level," of "permitting merit to prevail," and of "permitting experimentation to be tried and results to be accomplished."

Wants Licensing Now

Said Arnall, "I think without further delay that the FCC should license various systems of subscription TV and let them succeed by reason of their merit or fail to attract public acceptance by reason of their demerit. I am impressed by the fact that those who object to subscription TV seem to be those who fear that the public will like it, support it and be enthused by it. Apparently, some people have not yet realized that TV mechanisms are so constructed that you can switch to various channels or cut it off if you wish."

On the further sale of post '48 films to television, Arnall said that is "an economic problem for the companies involved." Once the companies with post '48 films have worked out their labor problems," he added, "they will very likely offer those films for sale without restriction as to whom—exhibitors, television, or what have you."

Decries High Cost of Living

While he admitted that part of the motion picture industry's problems today were due to television, Arnall attributed many of its troubles to a "public up to its neck in debts," "substantial unemployment" and the fact that "a family's cost of living is so high that the point of diminishing returns is at hand."

George Gercke, 53

WASHINGTON, Feb. 10.—Funeral services will be held tomorrow for George J. Gercke, motion picture producer and director for the U.S. Information Agency. Gercke, who was 53, was a producer-director for the March of Time just before World War II. He was a film expert for the Office of Strategic Services during World War II, went to Japan as film chief for the Civil Information branch in 1946, and then joined USIA.

Universal Still Vital Par Of Film Business: Rackm

Universal Pictures will "conti be a vital part of the motion p business," Milton R. Rackmil, dent, states in the current iss "Progress," the company's bi-v house organ. He makes the stat he points out, to scotch rumors in the company and the industr cerning the future of Universa

Rackmil observes the entire f dustry is presently going thro transition period which will see changes. "Your company is s to meet these problems so that build a strong Universal for t ture," he tells the company per He explains further that the "hiatus at our studios was dicta the need for inventory review— dition which many industries undergo from time to time to to their current needs."

British Name Terry New NFFC Director

From THE DAILY Bureau

LONDON, Feb. 10.—The Bo Trade has announced the ap ment of John Terry as managi rector of the National Film F Corporation. He succeeds Kingsley, who recently resign become managing director of Lion. Terry joined NFFC in and has been its secretary and solicitor.

Dan Cowhig Is Dea

CLEVELAND, Feb. 10.—F services were held Friday fo Cowhig, who retired from the exchange last October after the local branch for more th years. He died in his apartm the New Amsterdam Hotel. Su are a daughter, Mrs. Allen Ac and a son, James.

Elmer Bryant Dies

LEXINGTON, Ky., Feb. Elmer Bryant, who was ass with the Strand Theatre here his retirement, died recently heart attack.

NEW YORK THEAT

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
MARIO LANZA in
"SEVEN HILLS OF ROM
co-starring RENATO RASCEL • MARISA ALL
An MGM Release In TECHNIRAMA® and TECHNIC
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 12 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.



THE MAP OF AMERICA AT EASTER!

M-G-M presents

A SOL C. SIEGEL PRODUCTION

Starring

DANNY KAYE

in

The Greatest Holiday Entertainment Ever

MERRY ANDREW

Co-Starring PIER ANGELI

BACCALONI · NOEL PURCELL · ROBERT COOTE

with PATRICIA CUTTS

Screen Play by ISOBEL LENNART and I. A. L. DIAMOND

Based on a Story by PAUL GALLICO

Music by SAUL CHAPLIN

Lyrics by JOHNNY MERCER

Choreography by MICHAEL KIDD

In CinemaScope And METROCOLOR

Associate Producer SAUL CHAPLIN

Directed by MICHAEL KIDD

M·G·M BACK ON TOP IN '58!



TODAY'S FASTEST BOOKING PICTURE!

From the Music Hall to the Main Streets of America, the prize Easter holiday time goes to the Big Top of Musical Comedies!

Television Today

Subliminal Found 'Ineffective' in Toronto

Special to THE DAILY

TORONTO, Feb. 10.–Results of an experiment with subliminal projection on the television network of the Canadian Broadcasting Corp. indicate that the new sales technique is "ineffective," the CBC has reported. The experiment was staged on the program "Close-Up" on Jan. 19.

In the course of the 30-minute program the subliminal message "telephone now" was flashed on the screen 352 times—alternately at one-fifth of a second and at one-half of a second in duration. Members of the audience were requested to report their reactions.

One Viewer 'Felt Compelled'

Only one viewer said she "felt compelled to do as the message directed, according to CBC. Fifty-one per cent of the more than 500 viewers who replied said they felt compelled to "do something," many stating they felt an urge to drink or eat.

MOTION PICTURE DAILY has previously reported (in its issue of Dec. 16, 1957) on an experiment conducted on the screen of the B. S. Moss Circuit's Fort Theatre in Fort Lee, N. J., during a period of six weeks last summer. Copy reading "buy popcorn" and "drink Coca-Cola" was flashed on the screen, and the management said it produced no noticeable effect on refreshment stand patronage.

TV Set Production Down Sharply in 1957

From THE DAILY Bureau

WASHINGTON, Feb. 10 — Television set production in 1957 totalled 6,399,345, down sharply from the 1956 production of 7,400,000, the Electronics Industries Association reported.

Retail sales, however, remained high, EIA declared. It said 6,560,220 sets were sold last year, compared with 6,800,000 the year before. The association said retailers cut into inventories during the year, and started 1958 with only 810,000 units in stock compared with 1,085,000 in January, 1957, the highest TV inventory in history.

TV production in December totaled 573,541 sets, compared with 574,646 in November and 626,984 in December 1956, EIA reported.

Holstad Comptroller For National Telefilm

Leonard S. Holstad has been appointed comptroller for National Telefilm Associates, Inc., Oliver A. Unger, NTA president, has announced. Holstad joins NTA following an association of 27 years with Northwest Airlines.

Telemovies Deal with Telemeter Is Denied

Special to THE DAILY

BARTLESVILLE, Okla., Feb. 10. –Video Independent Theatres, operators of the telemovie system here, has no agreement with International Telemeter Corp. to transmit boxing or other sports over its local wire set-up, Henry S. Griffing, Video president, said today.

Griffing was asked about reports from New York that Telemeter would start test operations here of its new deal with the International Boxing Club and the Madison Square Garden Corp. to put sports events on toll-TV on an experimental basis. The agreement would include amateur basketball games, ice shows, the circus and other events not seen on free television.

Bartlesville Suggested

A story in the "New York Times" said Telemeter hopes to start operations "before the summer is out in a small midwestern town which we do not wish to identify at the present time." The newspaper story then added that the "town is reliably reported to be Bartlesville, Okla."

Telemeter Slates Bout For Chicago Showing

Special to THE DAILY

CHICAGO, Feb. 10–Implementing the agreement signed last week with the International Boxing Commission announced last week for the telecasting of sports events via pay-television, Telemeter will bring a boxing match to the Conrad Hilton Hotel here tomorrow night as part of its Chicago demonstration.

The picture will come in precisely as other programs will come in ultimately over the Telemeter system, with viewers placing coins in a box to unscramble the picture.

Emanuel Sacks Dies; NBC-TV Vice-President

Special to THE DAILY

PHILADELPHIA, Feb. 10. – Emanuel Sacks, vice-president in charge of the National Broadcasting Company's television network programs and talent, died here yesterday morning at the Albert Einstein Medical Center. His age was 56. He had been ill with leukemia since October.

Had Been with CBS and RCA

As vice-president in charge of television network programs and talent at NBC, Sacks would acquire the programs, approve those offered by advertisers and then rough out a competitive network program schedule. Prior to his NBC association, Sacks had been with Columbia Records, the Columbia Broadcasting System and RCA Victor Records.

New Changes

(*Continued from page 1*)

shown on a single channel instead of two, and will run continuously from 7 P.M. to 11 P.M., eliminating the present daytime operation. At least five pictures a week will be shown on Channel 3.

Channel 5 is to be devoted to "background music" by Muzak from 7 A.M. to 11 P.M., plus a continuous time and temperature report on the screen.

A "Great Artists" series, including films of opera, ballet and classic plays, will be presented as an added attraction on Sunday afternoons on Channel 3.

Video will furnish community antenna service to all telemovie subscribers, to provide improved reception of commercial television on Channels 2, 6 and 8 from Tulsa.

This new lineup of varied attractions will be offered at the reduced fee of $4.95 a month, Griffing said, "in a frank bid for more subscribers." He said the number of regular subscribers has dropped to about 300. Video had hoped to have 500 by the end of its first year of operation, which will be next September.

Is the Second Change

The statement today was the second announcement of a major change in the telemovie plan in recent weeks. Last month Griffing reported that meters would be installed and subscribers charged on a per-picture-viewed basis, with a minimum of $3.50 for five pictures per month.

Whether Video will go into a full-scale metering program later will depend on how well the $4.95 flat-fee plan is received, the Video president said today.

FCC Gets House Unit's Anti-Toll-TV Resolution

From THE DAILY Bureau

WASHINGTON, Feb. 10.—The Federal Communications Commission today received the House Commerce Committee's resolution against toll-TV, but refused to speculate when the commission might do something about it.

The committee last Thursday called on the FCC to postpone toll-TV tests "unless and until" Congress specifically authorizes toll-TV.

National TV Week Is Scheduled Nov. 16-22

From THE DAILY Bureau

WASHINGTON, Feb. 10—National Television Week will be observed this year Nov. 16-22 to dramatize how television serves America.

Representatives of the four co-sponsors—the National Association of Broadcasters, Electronic Industries Association, Television Bureau of Advertising, and the National Appliance and Radio-TV Dealers Association—will meet soon to form campaign plans.

Wash. Town Abolishes Theatre Admissions Tax

Special to THE DAILY

ELLENSBURG, Wash., Fe
The local city council has m
abolish the city admission tax,
theatre exhibitors had claime
draining away much of their

The effective date is April
the move will prolong the life
two theatres operated by M
Amusement Company here. Th
in theatre, also owned by th
pany will now also operate in
and summer.

Press Book Ready

(*Continued from page 1*)

pages printed in offset, is the v
a theatre advertising men's con
composed of Ernest Emerling,
Mandel and Harry Goldberg. T
of the book was written by O
Doob, retiring coordinator
MPAA advertising and publicit
mittee's activities. Charles E.
thy, COMPO director of infor
assisted in the project.

Top Ad Men Aided

The press book also contai
tailed suggestions for theatre
pation in the campaign from Th
Sargent, of Fox West Coast
tres; Edward Seguin, advertisi
rector of Balaban & Katz of C
and Anthony Masella of Loew
Palace Theatre, Meriden, Conn

WB Has 18

(*Continued from page 1*)

Story," "The Hanging Tree,"
from Peking," "Rio Bravo," "A
mer Place," "The Big Red 1,"
Sundowners," "The Philadel
"The Dark at the Top of the
"Ice Palace," "Yellowstone
"The Whip," "Guns of the T
land," "Ride Out the Night,"
Miracle," and an untitled Frank
tra production.

T-L Acquires 'Laure

Trans-Lux Distributing Co
planning a promotional campai
its new French import, "The C
Dr. Laurent," far beyond that
given to specialized films, Rich
Brandt, president, said at a pre
ference here yesterday.

He pointed out that the pro
will include a $100,000 nation
vertising budget and a public
ploitation unit created express
the project. The latter will be
by Lowell Benedict.

Don't Blow Your
Play Safe - Order
SPECI
TRAILE
From Good Old
FILMA
Always Quick - Alway
CHICAGO
1327 So.
Wabash
NEW YORK
630 Ninth
Avenue

race Adams

(*Continued from page* 1)

mented the production com- for "so many fine pictures" in st couple of months. Attached compliment was a proviso: a int that the terms and condi- or these big pictures have been gh and that they should be re-

ts Gordon, outgoing Allied pres- commented afterwards: "We do ean to imply any criticism of ctures themselves. We're de- that we are finally getting pictures that are bringing people ie box office. But we want to a share of the box office rec-

Calls It 'Kara Kiri'

lon also commented on the 948 release possibility. "The akers know," he said, "that hurting themselves as well n releasing films of recent vin- o television) . . . that it is ri for the industry."

ming, President Adams said: film companies don't sell their 48 films, I think there is a uture for the business."

Lider, Berenson Elected

directors meeting, which will noon tomorrow prior to the of the full Allied convention, Ed Lider, of Fall River, Mass., er, and Abe Berenson of New secretary. Regional vice-pres- have not yet been named.

lon said following the meeting there is a meeting of the Coun- Motion Picture Organizations ch, Allied representatives will sent.

ıner and UA

(*Continued from page* 1)

ice-president, and Paul Radin, s executive vice-president of .

e Gladiators" based on the Ar- estler novel and according to r, "history told with passionate psychological overtones" will ed in Italy or Argentina. Bryn- ll star as Spartacus, leader of man gladiators fight for free- and Anthony Quinn will co-

company is negotiating for properties for the eight-year tion program, which will be financed by UA. Both Bryn- l Youngstein, speaking for UA, ed satisfaction with the long roduction agreement, the star ng that UA offers "the only ndependent way of producing," oungstein emphasizing the role in financing and encouraging ndent artists to make important s.

n added: "It is like a breath h air here. These people (UA ves) are looking forward with m instead of gloom."

REVIEW:

Cowboy

Phoenix—Columbia

"COWBOY" CONTAINS more than a fair share of the action elements that audiences expect and like in westerns. To name the important ones, it has at least two brutal fistfights, a cattle stampede, an Indian attack upon cowhands on the trail, and a poker game at which the stakes are exorbitant. As an additional bonus there is a gala Mexican fiesta, the highlight of which is an unusual contest between a cowboy and a bull, during which the man tries to drop a quoit-sized ring over one of the animal's horns.

Yet this picture, which also boasts some handsome outdoor photography, in Technicolor, is by no means to be placed in the category of just another western.

What sets it apart primarily is the earnest and successful attempt of the script writer, Edmund H. North, to make the two male protagonists in the story real people. With Glenn Ford and Jack Lemmon giving vigorous performances in these roles, the film acquires an extra dimension—solid characterizations—which westerns as a general rule lack.

These characters are set in strong conflict with each other at the beginning, but by the end of the story each has learned to respect the other and they become fast friends. Ford is cast as a trail-hardened cattle man, who lives by a rigid code that includes contempt for "tenderfoots." Lemmon portrays one of the latter, a Chicago hotel clerk with romantic ideas about the life cowhands lead, who inveigles Ford into taking him along as a partner on a trek to Mexico to secure cattle.

Thus the life of "cowboys" in the rugged era of the 1870's is seen in this picture through the eyes of an outsider who comes to learn the ropes. The story, incidentally, is based on Frank Harris' autobiographical book, "My Reminiscences as a Cowboy," and the character played by Lemmon is called Frank Harris in the film.

IN SHOWING the habits and ways of these American pioneers, scriptwriter North for the most part does not glamorize them. The approach is realistic, almost appearing documentary-like at times, and is enlivened here and there by humor. In a serious vein much is particularly made of Lemmon's shocked reaction to the fatalistic attitude of the cowboys toward the accidental death of one of their companions on the trail. This, indeed, becomes the main point of contention between Ford and Lemmon—the former's "code" includes letting the other fellow fight his own battles alone.

Adding to the picture's appeal, from a feminine standpoint at least, is the introduction of a brief romance between Lemmon and Anna Kashfi, as a Mexican girl whose father opposes their marriage. It is her return to Mexico from Chicago that originally motivates Lemmon's desire to join Ford on his journey there. When they arrive, Lemmon discovers she has married someone else.

Some good actors—notably Brian Donlevy and Dick York—support the principals, and the picture moves at a crisp pace under the direction of Delmer Daves.

Julius Blaustein produced under the banner of his own company, Phoenix Productions, for Columbia release.

Running time, 92 minutes. General classification. Release, in March.

RICHARD GERTNER

Two N.Y. Hearings Set On Minimum Wages

Special to THE DAILY

ALBANY, N. Y., Feb. 10 — State Industrial Commissioner Isador Lubin said tonight that he will hold public hearings in Rochester, on Feb. 25, and in New York the following day on the minimum wage schedule for the amusement and recreation industry. These are in addition to the hearings held in Rochester, Albany and New York last fall, by the advisory committee studying changes in the present rates.

'Subliminal' Opposed In Bill Filed in N. Y.

Special to THE DAILY

ALBANY, N. Y., Feb. 10 — A bill prohibiting subliminal advertising "on film emanating from New York State and where used for commercial purposes" was introduced tonight by Sen. Thomas C. Desmond and Assemblyman Clinton Dominick, Newburgh Republicans. They added it to the request of the State Hi-Y Assembly.

The measure was approved at the YMCA organization's annual "legislative" session here in December.

Senate Bill Would End Federal Admissions Tax

From THE DAILY Bureau

WASHINGTON, Feb. 10 — Elimination of the Federal admissions tax was included in an anti-recession tax bill introduced today by Senator Douglas (D., Ill.).

Douglas proposed deep individual income tax cuts of $3,000,000,000 to $3,500,000,000, plus elimination of the admissions tax and many other excises. He said these steps were needed to stimulate the economy.

Expect 1,200 to Attend

(*Continued from page* 1)

man Alex Harrison announced yesterday. Joining motion picture industry leaders at the dinner, which will spearhead the Brotherhood Week observance, starting next Sunday, will be notables from the Broadway stage, television, radio, recording and other entertainment fields.

This year the annual Brotherhood Award will go to two industry leaders, William J. Heineman and Spyros S. Skouras, who served as co-chairmen of the successful 1956 and 1957 Brotherhood Week campaigns. J. Robert Rubin will make the presentation to Heineman. Si Fabian will similarly officiate in presenting the award to Skouras.

Muchnic Named

(*Continued from page* 1)

seph R. Vogel, president of Loew's, Inc., and takes effect immediately.

Muchnic has been a vice-president of Loew's International Corp. for the past 14 years, with headquarters in New York City.

Remig in AIP Post

HOLLYWOOD, Feb. 10.—Edward L. Remig has been named director of exchange operations for American International Pictures.



The Monarch

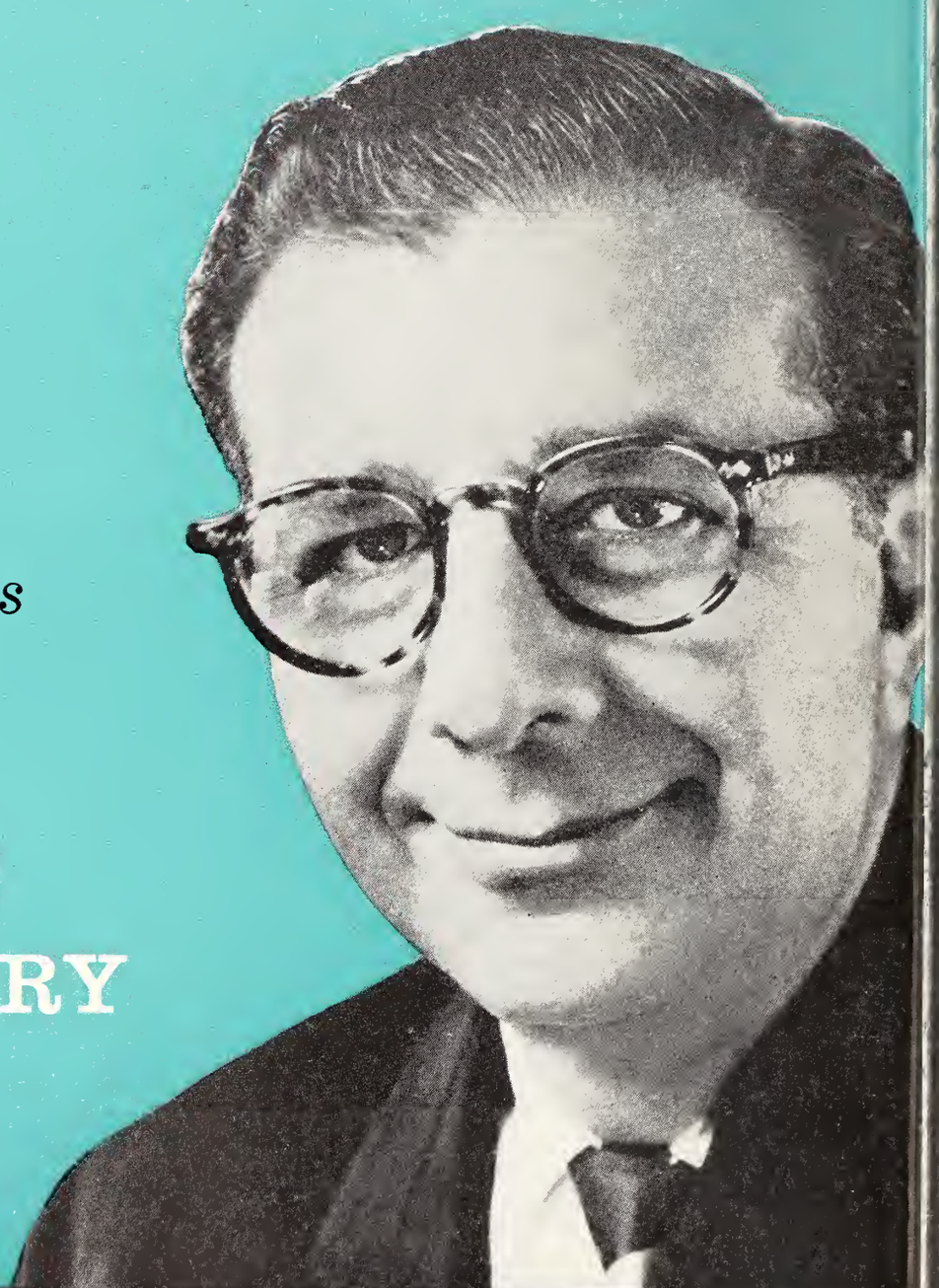
Only De luxe Service Every Night, Overnight New York to London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or BOAC, 530 Fifth Avenue, New York 36, N. Y. MUrray Hill 7-8900.

UA MAKES THE BIGGEST PRODUCTION NEWS

NUMBER **55** IN A SERIES OF IMPORTANT ANNOUNCEMENTS



with
the
industry's
biggest
talents...

DORE SCHARY

WATCH FOR NEWS OF THRU UA **3 important productions . . . to be announced soon**

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 30 NEW YORK, U.S.A., THURSDAY, FEBRUARY 13, 1958 TEN CENTS

re From MCA ibitors Are ed to Buy a. Library

ger Tells Allied es Could Be Halted

pecial to THE DAILY
VILLE, Feb. 12.—Industry bert E. Sindlinger, speaking e National Allied Drive-In n at the Kentucky Hotel erday, urged exhibitors to diately to purchase the pre- mount Pictures library from wner, the Management Cor- f America, and "stop sales ad in their tracks."
ger said that it was "un- that exhibitors couldn't d a way to get together and ontinued on page 3)

rch Council Makes t on Projection

GEORGE SCHUTZ

first report on the theatre gram begun early last year, n Picture Research Council s its examination of condi- 00 theatres in terms indicat- product is being subjected ontinued on page 4)

ould Halt AB-PT re Re-Acquisition

m THE DAILY Bureau
NGTON, Feb. 12. — The Department has asked the District Court to bar Amer- dcasting - Paramount Thea- re-acquiring a divested Elgin, Ill. AB-PT had three here, and under the Para- ontinued on page 4)

levision oday

Page 5

Brotherhood Fete Tonight

International, national, state and municipal leaders will join the entertainment industry tonight at the Waldorf Astoria Hotel giving the annual Brotherhood Week, which begins Sunday, a gala sendoff. In addition to the presentation of the annual Brotherhood Awards, addresses by prominent speakers and a program of enter-
(Continued on page 4)

Selheimer Loses Place On Cinerama Board

By JAMES M. JERAULD

Efforts of Perry N. Selheimer to get control of Cinerama Productions, Inc., suffered a setback Tuesday at the annual stockholders' meeting at the Barbizon Plaza Hotel here after a heated session. Selheimer lost his place on the board.

Before the counting of ballots be-
(Continued on page 5)

Theatre Prosperity Vital, Allied Told

Industry Crisis Close To Solution: Skouras

20th-Fox Head Cites Production Plans; Decries the Sale of Films to Television

Special to THE DAILY

LOUISVILLE, Feb. 12—Spyros Skouras, president of 20th Century-Fox, has described the motion picture industry as "on the threshold of the solution of its problems." His remarks were contained in a letter, read to the board of directors of Allied States Association here by Abram M. Myers, general counsel.

Skouras said that "the Sindlinger report, which was so unwisely publicized, brought out only part of our troubles. Exhibition and distribution must stop incriminations and criticisms of one another, and instead go
(Continued on page 3)

No Allied '59 Fall Meet; Joint Conclave in 1960

By SHERWIN KANE

LOUISVILLE, Feb. 12 — Allied States Association will hold no annual Fall convention in 1959, but instead will hold a combined drive-in and hardtop convention in February, 1960, in Chicago, the organization's board of directors decided at a final
(Continued on page 3)

Gordon Voices Faith in Future

Special to THE DAILY

LOUISVILLE, Feb. 12 — Julius Gordon, retiring president of Allied States Association, declared here that the film industry has a chance not only to survive but to prosper as well.

Gordon's remark came in the keynote speech that opened Allied's convention here. He said that the "bugaboo of paid TV" had diminished and expressed his feeling that the indus-
(Continued on page 3)

Fame Cites DeMille for Achievement Award

THE 1958 FAME Award of Achievement, presented annually to the person judged to have made the most notable contribution to the advancement of motion pictures in the preceding year, will be presented to Cecil B. DeMille.

The citation in the 1958 edition of FAME, to be published next month, will declare the Award is in "recognition of a career of spectacular success in motion picture production, crowned with an historic landmark of the screen 'The Ten Commandments'."

The picture, which opened in November, 1956, at the Criterion in New York, where it is still playing, has become in the fifteen months since then a notable success in the annals of the industry. It has grossed more money at the box office, been seen by more people, and brought in more film rental than any picture in any equivalent period in the history of the industry. It is estimated that its total box office gross in the domestic market to date is $30,000,000. As of De-
(Continued on page 2)



Cecil B. DeMille

Nixon Featured in Film For Brotherhood Week

Vice-president Richard M. Nixon is featured in a special filmed tribute to National Brotherhood Week (Feb. 16-22) which will be released to theatres throughout the nation today. In addition to being included in the Movietone, News of the Day and Universal newsreels, the clip can also be obtained separately for theatrical showings by contacting the National Council of Christians and Jews, 43 West 43rd Street, New York City.

PERSONAL MENTION

MOREY R. GOLDSTEIN, Allied Artists vice-president and general manager, left New York yesterday for Hollywood.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, has left here for a two-week trip through the South.

•

FRANK A. UNGRO, Westrex Corp. executive vice-president, has left New York for London and the Continent.

•

HARRY NORRIS, joint managing director of J. Arthur Rank Overseas Film Distributors, Ltd., will return to London today from New York via B.O.A.C.

•

JOHN FARROW, writer-director; his wife, MAUREEN O'SULLIVAN, and their seven children, left New York yesterday for Spain.

•

CALVIN C. LEEDER, supervisor of branch operations for Rank Film Distributors of America, will return to New York tomorrow from Buffalo.

•

ANN LO BELLO, of the motion picture department of "Good Housekeeping," has announced her engagement to ANTHONY PIPITONE of Weehawken, N. J.

AFM, AMPP Still Meet

Negotiations between the Association of Motion Picture Producers and the American Federation of Musicians on a new contract for the employment of studio musicians and their participation in revenue from the sale of post-1948 films to television were resumed at the Waldorf-Astoria here yesterday and will continue today. There were no meetings Tuesday, with each negotiating body taking time out to re-evaluate their respective demands.

H-H-L Names Brooks

Steve Brooks has been appointed west coast publicity manager for Hecht, Hill and Lancaster Companies by Bernard M. Kamber, national director of advertising, publicity and exploitation. For the last nine years Brooks has been at Warner Bros. as assistant to publicity chief, Bill Hendricks, as art editor and head of the magazine department. Prior to that, he was publicity and advertising director for Howard Hughes-Preston Sturges Productions.

Midwest Businessmen Hit for Failure To Support Small Theatres

Special to THE DAILY

MINNEAPOLIS, Feb. 12—Businessmen who like to see a theatre marquee sparkling on the town's main street but who won't support the enterprise by attending themselves came under fire in at least three small upper midwest communities the past week.

With four houses going dark in the area and five others making a brave new attempt to achieve financial independence, the search for an operation formula based on civic support was being pushed in Elmore, Minn.; Two Rivers, Wis.; Durand, Wis.; Remer, Minn., and Buffalo, S. D.

Closed were the Black Hills Amusement Company's Hot Springs Theatre, Hot Springs, S. D.; Frank Kinas' Thorp, Thorp, Wis.; Harvey Gifford's Kee, Kiester, Minn., and C. B. Johnson's Remer, Remer, Minn. Reopening are the Legion, Buffalo, S. D.; Lime, Lime Springs, Ia.; Crandon, Crandon, Wis.; Park, Pelican Rapids, Minn., and Towne, Northwood, Ia.

Newspaper Conducts Survey

In Elmore, Minn., threatened with the loss of the Border Theatre, the Elmore Eye, local weekly, conducted a survey among the townfolk. They came up with the opinion that the town's businessmen, direct beneficiaries from an operating house, were not giving the theatre the necessary support. Others questioned warned of the loss to the town in tax ratables and as a juvenile recreation spot.

City officials and members of the local chamber of commerce met in Two Rivers, Wis., to seek a satisfactory method of reopening of the Rivoli Theatre. C. C. Noecker, operator of the city-owned Durand Theatre, Durand, Wis., was likewise conferring with officials in hopes of finding a solution to the dwindling patronage problem. In addition the town's commercial club was planning to meet to discuss ways of assisting Noecker to keep the theatre in operation.

Loew's To Open New Drive-In in Houston

Special to THE DAILY

HOUSTON, Feb. 12.—Loew's new Sharpstown Open-Air Theatre, located in Sharpstown, one of Texas' fastest growing residential developments, will open on Wednesday, Feb. 26. The drive-in has a capacity of 1,700 cars.

Designed to cater to the "family" trade, the new theatre features a 72-passenger miniature railroad, a carousel, a children's zoo, a Fairy Tale village, and a circus playground. Wayne Horton has been named manager of the new operation, under the supervision of Homer McCallon, veteran manager of Loew's State in downtown Houston.

4,000 Theatres Start 'Oscar' Show Promotion

More than 4,000 theatres, including almost every major circuit in the country and hundreds of small independents, already have agreed to promote the Academy Awards telecast on March 26, and are actively at work on the project, Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, which has been enlisting exhibitor support, announced here Tuesday.

Citing exhibition's "enthusiastic" support of the telecast as evidence of its determination to join on an all-out effort to increase theatre attendance, Coyne said that the success of its efforts "is reflected in the number of editorials which have appeared in newspapers from coast to coast in recent weeks taking issue with pessimistic forecasts, and calling attention to the excellence of current film offerings in the nation's theatres."

Set Big Campaign for Fox's 'Long Summer'

A multi-level national promotional campaign, described as comparable in scope and penetration to that accorded "Peyton Place," has been scheduled for the March release of Jerry Wald's "The Long Hot Summer," it was announced Tuesday by Charles Einfeld, 20th Century-Fox vice-president in charge of advertising, publicity and exploitation.

Spearheading the campaign will be Jimmy Rodgers' Roulette recording of the title song, "The Long Hot Summer." Roulette is backing the record with a big advertising and publicity campaign, with record stores throughout the country featuring stills from the picture. Nobel prize winner William Faulkner, whose novel, "The Hamlet," forms the basis of the Wald production, is also cooperating on the promotional campaign.

Lippert to Make 'Fly'

HOLLYWOOD, Feb. 12 — Robert L. Lippert, West Coast exhibitor, and advisor to president E. J. Baumgarten of Regal Films, has been signed to a producer contract by 20th Century-Fox to make "The Fly," magazine story by George Langelaam. Budget is expected to exceed $1,500,000.

'80 Days' Not for TV, Todd Declares

The Michael Todd Company ing the world, through a s two and three column newspa that "Around the World in 8 is not for television, free, fee ever. The ads, cartoons prep Reamer Keller, show televisi in various situations—on a d land, in prison, on a trip t etc.—waiting in vain for "80 D

DeMille Cit

(*Continued from page 1*

cember 31 it had returned $ 000 in film rental to Paramoun

Not the least remarkable many attributes is the fact soared to this box office record a period of generally declining age and severe change within dustry. On the anniversary opening, November 7, 1957, Balaban, president of Par pointed up its lesson to the i "Although we realized its cost would be almost three ti highest previous DeMille pict believed it was certain of succ that it would set new lev standards for all motion pictu said. "The results have mo borne out our anticipation. that every company will find of mortgage lifters because e benefits from their success—t ducer, the exhibitor and the

Producer Also Merchand

The 76-year-old producer l self been indefatigible in mer ing the picture at home and Last year he traveled thous miles across the United States to newspaper editors, critics, ists, television and radio inter and civic and religious leade recently he completed a simi of the capitals of Europe p the opening of the picture market.

Mr. DeMille is the fifth of the FAME Award of Achie Since 1954 when it was inau by Quigley Publications, it h awarded to Spyros P. Sko Frank Freeman, the resear technical staff of Twentieth Fox, and Leonard Goldenson.

Quigley Judging T

Judging for the fourth qua the Quigley Awards for Show will be held in Managers Roun office this morning. Judges Curtis Mees, Skouras Theatr sion manager; Earl W. Wing Century-Fox, and Emery M-G-M.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, New Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Preside J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Alman Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $1 Single copies, 10c.

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s 'Flourishing Industry'

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n Voices Faith

ntinued from page 1)

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V Films 'Burning Up'

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that have been released
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that the buyer might get
are of the returns.

Exhibitors Are Asked to Buy

(Continued from page 1)

keep the Paramount library off television, adding that he knew "for a fact that Paramount would have preferred to sell to theatres and would have sold the library for $40,000,000 instead of the $50,000,000 received from MCA."

"You've got to make up your minds what you want and go after it!" Sindlinger told the assembled exhibitors, pointing out that "for too long a time" they have been "victims of their own thinking," believing that they "are always the victims," that "everything happens to them." "We just can't subscribe to that philosophy because it is a philosophy of defeat!"

'Everything Is Favorable'

"Everything is favorable," Sindlinger said, for a change of attitude on the part of exhibitors. "First, the public is interested in movies. The leading newspapers show this by their placement and handling of their stories about movies going to TV. Second, our analysis demonstrates that theatre rentals far outweigh TV income for pictures. Third, by buying a selected group of these pictures from their new owners—keeping them off TV for at least a period of years and selling them effectively to a receptive public in theatres, you could stop the threat of sales of the post-1948 product to TV dead in its tracks.

Treats Crowther Incident

Referring to the "consternation" caused by Bosley Crowther's report in the "New York Times" on the Sindlinger-TOA study on sales to TV, Sindlinger said that publication of the report did not affect market quotations of movie company stocks but rather prompted "some" of the company presidents to "re-assess their contemplated plans to sell post-1948 features to TV."

"Publication of the facts," Sindlinger commented, "seems to have strengthened their resistance to the TV temptress and it begins to look like some of them may reject her tinselled advances in favor of the hard cash the public wants to pay at theatre boxoffices."

Mike Simons Introduced

After introducing Mike Simons, recently appointed vice-president of the Sindlinger organization, who will conduct a series of ticket-selling workshops for exhibitors throughout the country, Sindlinger concluded: "The public wants to see the new movies. You have the theatres. There are ways of communicating with them that will persuade them to buy tickets. You're all on the threshold of a new prosperity. I think it's time to step inside and make yourself some dough!"

Upturn in 2nd Quarter Predicted by Hyman

From THE DAILY Bureau

HOLLYWOOD, Feb. 12 — More than 150 exhibitors and distribution executives turned out today to hear Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres, predict sharp improvement in theatre attendance starting second quarter of this year and continuing on a rising scale to a peak in the last quarter.

Introduced by exhibitor Sherrill Corwin, at National Theatres' headquarters building, Hyman again explained the benefit of orderly release, as discussed in other meetings with exhibitors.

Following his address, NT general manager Frank Ricketson lauded Hyman for expending the time and energy he has given to promoting the interests of all exhibitors.

Allied in '59

(Continued from page 1)

special session here yesterday. This decision followed an exposition by Merlin Lewis, executive director of the Theatre Equipment and Supply Manufacturers Association, concerning the costs to its members, and also to the concessions men involved, in representation at two Allied conventions annually, the national conclave in the fall and the drive-in convention in mid-winter.

Horace Adams, new president of Allied, said the plan is not necessarily the beginning of a permanent policy, but if it proves successful it may be repeated.

Board Meeting in Baltimore

Allied's 1959 drive-in convention will be held either in Pittsburgh or Cincinnati in February. The spring board meeting will be held in Baltimore in May. If a second board meeting is required, it will be held in Boston in August.

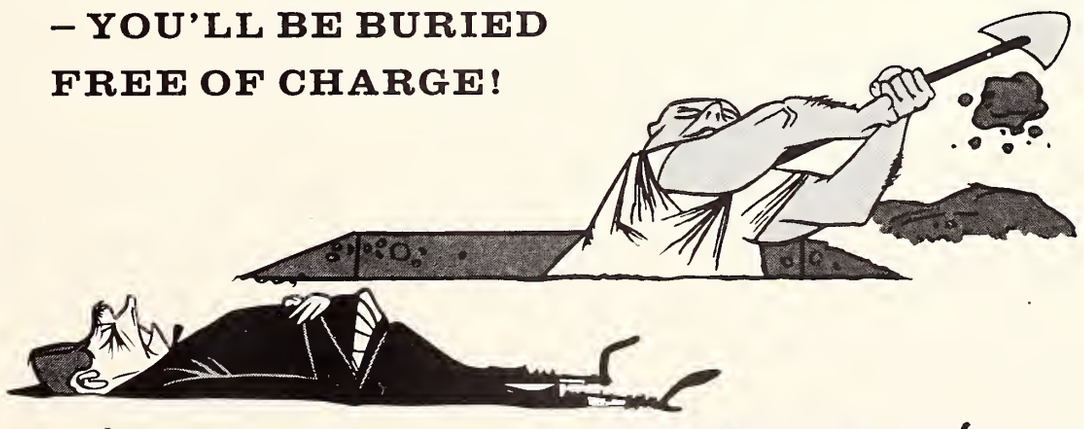
The Allied board also voted that unless distributors come up with some recommendations for arbitration of availability "little or nothing can be gained by further arbitration meetings."

The board will notify distributor members of the arbitration negotiating committee that it "earnestly requests that they make such proposals when conferences are resumed."

Harold Harris, 38

Harold Harris, 38, an attorney with the law firm of Sargoy & Stein here, died suddenly Monday night while attending a Boy Scout council meeting in the Borough of New Milford, N. J. For upward of the past ten years, Harris had been specializing in motion picture and anti-trust law with the Sargoy & Stein law firm, representing the major motion picture distributing companies.

IF IT FRIGHTENS YOU TO DEATH
— YOU'LL BE BURIED
FREE OF CHARGE!



"MACABRE"

The HEIGHT of HORROR is coming from ALLIED ARTISTS

Justice Dept.

(Continued from page 1)

mount consent judgment had to divest one. It did, and then one of the theatres it retained burned down. Under the consent judgment, AB-PT can acquire a "substantially equivalent replacement" for a destroyed theatre without court approval, and AB-PT proposes to re-acquire the divested theatre.

Aimed at Previously-Owned House

Justice contends the replacement should not be a theatre previously divested.

Argument on the motion is set for Feb. 20.

Brotherhood Week Starting

(Continued from page 1)

tainment by stage, television, and radio headliners will also be included on the program.

Rev. Fr. George B. Ford, former chaplain of the Catholic Chapel, Columbia University and now pastor of New York's Corpus Christi Church, will be the principal speaker. He will be introduced by dinner chairman, Louis Nizer.

More than 1,200 persons are expected to attend with William J. Heineman and Spyros S. Skouras, co-chairmen of the 1956 and 1957 industry Brotherhood Week campaigns, and Sol A. Schwartz, president of RKO Theatres, receiving the awards.

The dinner committee includes Morey Goldstein, Edward Lachman, Leonard H. Goldenson, Joseph Seider, Herman Finkelstein, Jack Beresin, Roger S. Littleford, Harry Brandt, Leo Brecher, Don Mersereau, Irving Berlin, William Brandt, Robert Coyne, Max A. Cohen, Leslie Schwartz, Abe Schneider, Charles Okum, Ned E. Depinet, Alan A. Friedman, Edward J. Churchill, Leonard Coulter, Jack Alicoate, W. J. German, William J. Turnbill, James A. Mulvey.

Industry Leaders Serving

Also, Gordon Gray, John H. Harris, Al Picoult, Sam Spiegel, Jack Harrison, S. M. Strausberg, Richard F. Walsh, Morton Sunshine, Julius Joelson, Leopold Friedman, I. E. Lopert, Max Fellerman, Mrs. Charles Lewis, Sherwin Kane, Charles Moss, Joseph Vogel, Gen. John Reed Kilpatrick, Herman Robbins, Matthew Fox, Richard Rodgers.

Also, Edmund Reek, Louis Nizer, George Weltner, Don Kendall, Irving M. Lesser, Sam Dembow, Jr., Martin Quigley, Sol A. Schwartz, Russell V. Downing, Samuel Rinzler, Arthur M. Rapf, David Weinstock, Walter Reade, Jr., Oscar Hammerstein II, Donald Rugoff, Herman Becker, Robert Sarnoff, Herbert Yates, Gerald J. Shea, J. Robert Rubin, George P. Skouras, Si Fabian, Charles Smakwitz, Ed Rowley, Samuel Rosen, Richard Brandt, Spyros P. Skouras, Alfred G. Burger, Mike Todd, Milton R. Rackmil, Arthur Krim, Abel Green, Ben Kalmenson, Edward Bernstein and David E. Weshner.

Research U

(Continued from page 1

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The report is especially co
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**The Research Council's firs
on its liaison program will
with in detail in the Better
Section of Motion Picture H
March 8.**

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PUBLIC HEARING STATE OF NEW YORK MINIMUM WAGE DEPARTMENT OF LABOR

Pursuant to Section 657 of the Labor Law, the Industrial Commissioner will hold public hearings on the report and recommendations of the Amusement & Recreation Minimum Wage Board relating to the Minimum Wage Standards in the Amusement & Recreation Industry as follows:

Rochester	Tuesday, Feb. 25, 1958 at 11 A.M.	New York State Office Building Room 506 155 West Main Street Rochester, New York
New York City	Wednesday, Feb. 26, 1958 at 2 P.M.	New York State Office Building Room 659 80 Centre Street New York 13, New York

DEFINITIONS

1. Amusement and Recreation Industry. The "Amusement and Recreation Industry" is defined to include all establishments whose primary service is to provide amusement, entertainment, or recreation, including establishments which produce and distribute motion pictures and services allied to this, such as casting and rental of motion picture film or equipment. The industry also includes owners, lessees, and concessionaires whose business is incidental thereto or in connection therewith, or a part thereof, and such services as are allied therewith.

The industry includes but is not limited to motion picture and other theatres, dance halls and studios, ballrooms, bowling alleys, billiard parlors, skating rinks, riding academies, race tracks, and stables, amusement parks and centers, penny arcades and other coin-operated amusement-device parlors, athletic fields, arenas, ball parks and stadiums, swimming pools, beaches, gymnasiums and slenderizing salons, golf courses, tennis courts, carnivals, circuses, boathouses, card clubs, and other similar establishments, as well as play-producing or other entertainment-producing companies, theatrical agents, ticket-brokers, and professional sports promoters. The industry also includes allied services operated in connection with amusement and recreation establishments, such as check rooms and parking lots.

The industry excludes (a) establishments engaged in the operation of radio and television broadcasting stations, and, (b) non-profit organizations organized exclusively for religious, charitable, or educational purposes.

2. Employee. "Employee" means a woman 21 years of age and over, and any person under the age of 21 years employed in the amusement and recreation industry. Summer Theatre apprentice actors, actors employed in New York City theatres with less than 300 seats, and rolling chair pushers shall be excluded from this definition. (Pursuant to Section 663-a of Article 19 of the Labor Law all of the provisions of a minimum wage order apply also to males 21 years of age and over.)

3. Working Time. "Working time" means time worked or time of required attendance, including waiting time, whether or not work is provided, and time spent in traveling as part of the duties of the employee. This provision shall not apply to pinsetters, caddies, and ushers at sports exhibitions.

4. Motion Picture Service Staff Employee. An employee in a motion picture theatre whose duties involve the performance of services for patrons and require direct contact with patrons.

Copies of the Board's recommendations are available on request at the Office of the Industrial Commissioner, 80 Centre Street, New York 13, New York.

Isador Lubin
Industrial Commissioner

February 7, 1958

Movielab Unveils New Color Laboratory Here

The new $2,000,000 Movielab color film processing laboratory was unveiled here Tuesday for inspection by representatives of the theatrical, television and industrial film business at an open house at the Movielab Building. With initial daily capacity of over half a million feet of color film, the new laboratory has been designed to provide both 16 and 35mm service in addition to its regular black-and-white processing. During a cocktail buffet Tuesday Movielab president Saul Jeffee said that it "was the first laboratory in the East supplying additive scene-to-scene color balanced Kodachrome release printing." Over all, the laboratory can offer ten different color duplicating methods.

Repeat Inspection Today

Serving as hosts with Jeffee at the open house were Frank Berman, Ben Bloom, John J. Kowalak, Walter G. Eggers, John Guidone, James W. Kaylor and Nicholas Gensinger. A second such inspection will be held this evening for members of the Society of Motion Picture and Television Engineers.

lheimer

(Continued from page 1)

eodore R. Kupferman, vice-
t and secretary, told news-
en that management held 600,-
xies out of a total of 1,014,000
The ballot count was to be
d through yesterday.

imer, a Philadelphia invest-
oker who had been a member
board for the past two years,
a bitter fight to get control
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at Tuesday's meeting that he
king to liquidate the company.
itted that he had suggested
ure income of the company
for "liquidation dividends."
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olicitation literature.

Wants 5% of Receipts

imer said that for two years
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nanagement slate for directors
ilo J. Sutliff, Theodore R.
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mer's ballot contained only
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up he announced eight
William F. Henshaw, John
mes P. Skelly, Fred Meyers,
. Caporotti, Sam Sutliff, Wil-
Kelly and Samuel Schiff. They
itten to him or telephoned
o be included as nominees, he

vors Pre-Emptive Rights

mer's ballot indicated that he
pre-emptive rights for stock-
cumulative voting for direc-
a suit to recover $10,000,000
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pre-emptive rights proposal,
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complete control over 940,000
of authorized but unissued
stead of leaving it under con-
majority of the directors.
e meeting progressed Sutliff
d that he planned to enlarge
d of directors to eight.
some lively exchanges of per-
s counsel ruled that the only
hat could be acted upon was
n five directors.

Submission to Stockholders

the vote had been taken a
der proposed a resolution re-
the board to submit a list of
dates for the enlarged board
stockholders within three
along with biographical mate-
that stockholders could state
ferences. This was agreeable
gement. The candidates will
ed on a geographical basis
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4-Year Delay for Para. Library on TV Abroad

Pictures involved in the Paramount Pictures-Management Corp. of America pre-1948 backlog deal will not be available to television abroad for a period of four years, a Paramount executive said here yesterday. A considerable number of the films, however, will be distributed abroad theatrically by Paramount under an agreement still to be worked out with MCA.

First news of the Paramount-MCA deal, which is still to be finalized, is reported to have aroused considerable controversy in Great Britain, where presidents of the Five Trade Associations have been actively seeking to prevent the sale of motion pictures, whether British or foreign, to television.

U. S. Plans Still in Work

Plans for handling the Paramount films in the United States are still far from complete. According to a Paramount spokesman, MCA would like to have a good number of the more important films reissued theatrically before accepting television bids. "But," the Paramount spokesman said, "they are business men at heart and will surely accept the best offer they get."

Albert Sindlinger's statement at the Allied Drive-In Convention Tuesday to the effect that exhibitors had been offered the pre-1948 backlog for $10,000,000 less than the price agreed upon with MCA was also confirmed by a Paramount executive yesterday. He said the proposed deal was scotched when one of the principal exhibitors involved couldn't be convinced that the pre-1948 films, outside of a select few, had any theatrical reissue value.

No Special Election For Pay-TV in L. A.

Special to THE DAILY

LOS ANGELES, Feb. 12 — Following certification of the pay-television referendum petitions by city clerk Walter C. Peterson, the City Council today referred the matter to the Charter and Administration Code Committee for drawing up of the proposition to be placed on the June 3rd election ballot.

The council decided not to exercise its prerogative of calling a special election to decide issue.

Western TV-Radio Meet Open Today in Frisco

Special to THE DAILY

SAN FRANCISCO, Feb. 12 — Alan Lane, vice-president of Skiatron TV, Inc., will be the headline speaker at the opening session here tomorrow of the 11th annual Western Radio and Television Conference. Speaking on the topic of pay-TV, Lane will be joined by other panel speakers discussing "The Fabulous Future of Television."

One Man's TViews

By Pinky Herman

CREATOR and producer of "I've Got A CBSecret," Allan Sherman has been signed as producer and head writer of the "Victor Borge Show" CBSkedded for Friday, Feb. 19. . . . Prexy Paul Talbot of Freeman Overseas Radio & TV, back from a 10-day trip to their Mexico City office with glowing sales reports on "I Love Lucy," "Gunsmoke," 21 Johnny Mack Brown films and 20 Commonwealth Features. . . . Harold Loeb, formerly director of "Lux Video Theatre" and "Quick As A Flash," has joined the Peter Witt Associates as artists and authors representative. . . . MGM-TV racked up a neat one million dollars in gross sales for the first week of February which is a feather in the cap of general sales manager. Dick Harper, Bill McAndrew, just upped to NBC Veep in charge of news, joined that net's Washington, D.C. force in 1936. . . . By the way, has anyone suggested Uncle Sam's man-made moon be called USAttelite? . . . Steve (Wm. Morris Agency) Jacobs and Patricia Ann Weinberg set the date. . . . For many years prior to his death, the late March King Edwin Frank Goldman and your reporter often met for lunch at his home at 1 University Place where we compared notes on ASCAP, contemporary music and composers, trends, etc. but from Alice Heinecke's newsy column in the current issue of Sesac Journal, we learned quite some additional interesting facts about the Grand Maestro. . . . Joe Steiner, producer of "The International Show," starring Hildegarde, has signed the thrush to star in the forthcoming Broadway Musical, "Packaged In Paris," which will open in Wash., D.C. in April thence to Broadway. Book & Lyrics by George Marion, Jr. and Music by Harry Revel, the show will be co-produced by Marion, Jr. and Paul Lavalle.

☆ ☆ ☆

Ace Sportscaster Harry Wismer, who's been handling the play by play reporting of top-notch athletic events for the past decade, moves his "Bethlehem Sports Time" telecasts to WPIX from NBC tonight. The new series will be seen Mon. thru Fri. from 11:15-11:25 P.M. and will feature outstanding sport films as well as headliners from the world of Sport. . . . Show Biz' oldest comedy team, Smith & Dale, who started out in vaude back in 1898 with their Avon Comedy Four and have tickled the funny bones of you, you, your father and possibly even your grandfather, have been signed by George Q. Lewis to serve as national chairmen for the 13th annual nat'l laff week, April 7-14. Previous L. W. chairmen include Jerry Lewis, Bob Hope, Milton Merle, Jimmy Durante and Harry Hershfield. . . . Producer Bob Moses of the "Martin Block Show," has been ABConducting his own survey on the musical tastes of the youngsters in Metropolitan New York Area and has come up with some amazing info. For instance most of them prefer the better type of music including "Smoke Gets In Your Eyes," "I'll Walk Alone," "Always." And as for LP Albums collections of Cole Porter, Irving Berlin, Rodgers & Hammerstein and Jerome Kern ditties really "send" them. "And," adds Moses, "they resent being called Teen-agers but prefer being referred to as "Young Folk or even Kids."



Harry Wismer

W. R. McAndrew Elected Vice-Pres. of NBC News

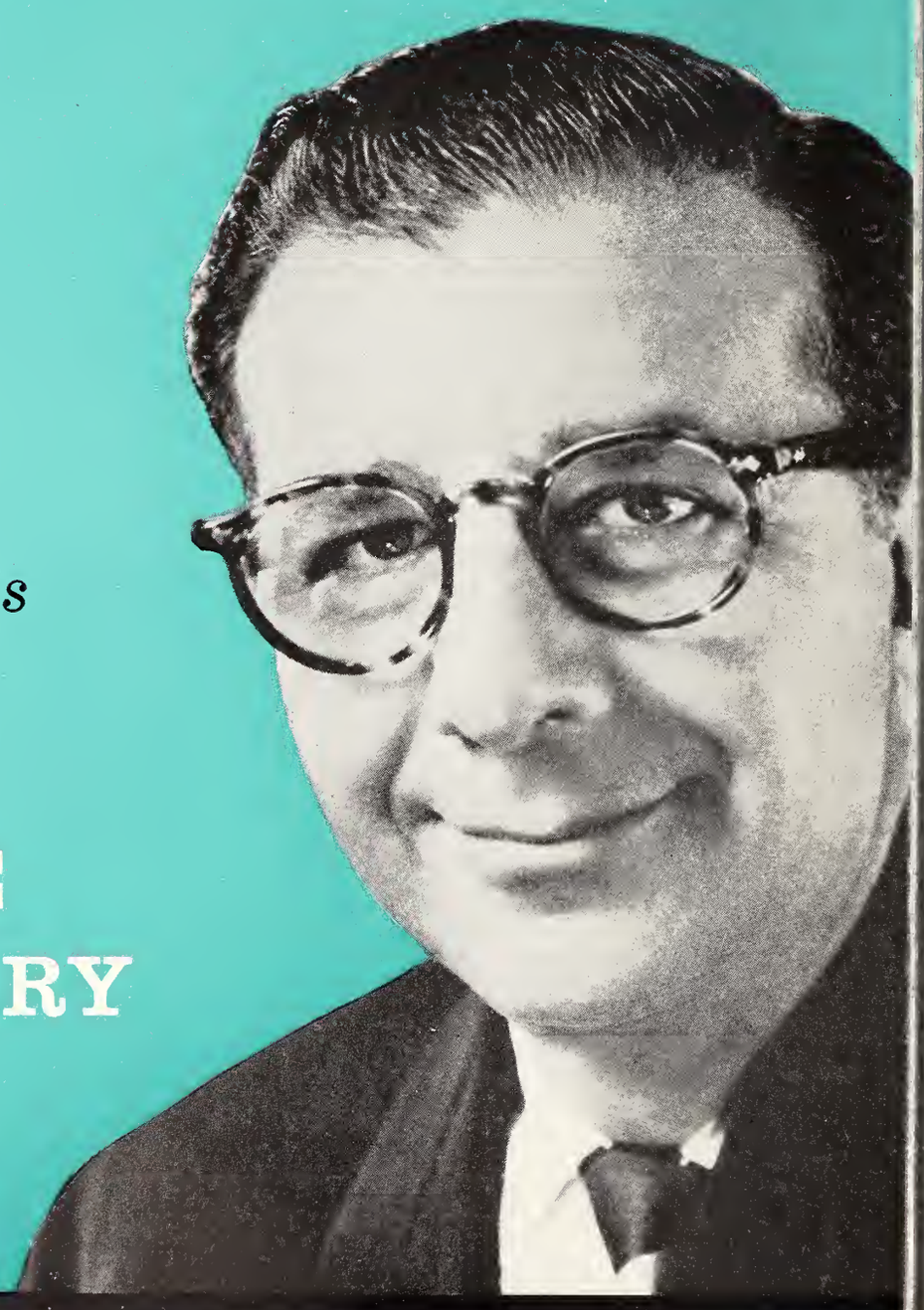
William R. McAndrew, director of NBC News, has been elected vice-president, news, of the National Broadcasting Company, it was announced by Robert W. Sarnoff, NBC president. McAndrew will report to Robert Kintner, executive vice-president, NBC-TV Network and sales. McAndrew started with NBC in 1936, for several years was with other organizations and returned to NBC and its news department in 1944.

'Make Me Laugh' Series To Start on March 20

A new half-hour comedy series, "Make Me Laugh," produced by Mort Green and George Foster, in association with Sylvester (Pat) Weaver, former NBC head, will start Thursday, March 20, over the ABC television network, 10-10:30 P.M., EST. It will be sponsored by the American Tobacco Company. The announcement was made by Thomas W. Moore, vice-president of the American Broadcasting Company's television network in charge of sales.

UA MAKES THE BIGGEST PRODUCTION NEW

NUMBER 55 IN A SERIES OF IMPORTANT ANNOUNCEMENTS



with
the
industry's
biggest
talents...

DORE SCHARY

THRU UA

WATCH FOR NEWS OF 3 important productions . . . to be announced soo

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 31 NEW YORK, U.S.A., FRIDAY, FEBRUARY 14, 1958 TEN CENTS

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ecial to THE DAILY

/ILLE, Feb. 13—An Allied paign against new acquisi- ive-in theatres by divorced as begun at the fifth annual ive-in Convention here to-

nvention adopted a resolu- sting Department of Justice nce" to such acquisitions nolly upon local considera- *ntinued on page 4)*

pproved 378 es During 1957

of 378 pictures were ap- 1957 by the Production inistration, which was an 10 per cent over the pre- for the second time in a was revealed in the an- t of Geoffrey Shurlock, di- he Motion Picture Associa- merica's Production Code *ntinued on page 3)*

till Eyes House ay-TV Actions

n THE DAILY Bureau

NGTON, Feb. 13.—The ommunications Commission ct until next week on the mmerce Committee's reso- ing the commission not to ith toll-TV applications un- ss can consider the sub-

nmissioners met yesterday *ntinued on page 5)*

levision oday

Page 5

Vogel 'Personally Opposed' To Post-'48 Sales to TV

Special to THE DAILY

LOUISVILLE, Feb. 13 — Joseph R. Vogel, president of Loew's, Inc., told the closing banquet of the Allied Drive-in Theatres Convention here tonight, "As conditions exist, I want you to know I am personally opposed to the release of post-1948 pictures to television."

"So far as our company is concerned, the ultimate decision, of course, rests with our board of directors, whose primary consideration is the welfare of the company," he added.

Fox Clarifies Stand on In-Car Heater Rentals

Special to THE DAILY

LOUISVILLE, Feb. 13.—If a drive-in makes the renting of an in-car heater a condition for admission, such rental is a part of the ticket price and 20th Century-Fox wants a share of it when its pictures are played on percentage.

This statement of policy was read (*Continued on page 5*)

Mullin Renamed Head Of Allied of N. E.

Special to THE DAILY

BOSTON, Feb. 13.—Martin J. Mullin, president of New England Theatres, Inc., was re-elected president of Allied Theatres of New Eng- (*Continued on page 2*)

At Closing Banquet of Allied Convention

Vogel Makes Plea for Industry Cooperation

Loew's Head Says Neither Side Should 'Expect to Be Guaranteed a Profit'

By SHERWIN KANE

LOUISVILLE, Feb. 13—Joseph R. Vogel, president of Loew's, Inc., made a strong plea for distributor-exhibitor cooperation in an address at the closing banquet of the Allied Drive-In Theatres Convention here tonight.



Joseph Vogel

Pointing out that he had spent most of his life as an exhibitor and only a short time as a distributor, he phrased his plea this way:

"Having worked on both sides of the fence, I'd like very much to remove the very idea of a fence. The times are too crucial for us to live in a house (*Continued on page 5*)

Holiday Business Reported Brisk Here

The Lincoln's Birthday holiday Wednesday was a considerable business booster for Broadway first-run theatres, exhibitors reported yesterday.

Enjoying the best February 12 business in several years, Radio City Music Hall grossed $27,000 with MGM's "Seven Hills of Rome" and its regular stage show.

Further west on 50th Street, the Roxy Theatre had receipts of $12,000 with David O. Selznick's "A Farewell to Arms" and an ice-revue on stage. Business was well ahead of last Lincoln's Birthday, when "The Girl Can't Help It" was the screen attraction.

In its first week, which ended on Lincoln's Birthday, United Artists' "Witness for the Prosecution" grossed $41,000 at the Astor and $22,800 at (*Continued on page 5*)

Selectivision Shown To Press in Queens

By WARREN G. HARRIS

The first demonstration of Selectivision, Inc.'s planned subscription television operation was held for the trade press here yesterday in a Kew Gardens, Queens, apartment.

The heart of the Selectivision system is the "Selectivator," a small electronic box, the electronic works of which is only vaguely explained, (*Continued on page 5*)

Expanded Pennsylvania Group Elects Goldman

Special to THE DAILY

PHILADELPHIA, Feb. 13.—William Goldman, president of Goldman Theatres, was elected president of the Pennsylvania Association of Amusement Industries at a luncheon meeting (*Continued on page 3*)

Industry Hailed for Giving 'Meaning to Brotherhood'

Members of the motion picture industry were hailed last night for "being in the forefront in the creation of entertainments and in participation in sociological and philanthropic movements to advance and give fruitful meaning to the doctrine of brotherhood."

The speaker was Rev. Fr. George B. Ford, former chaplain of the Catholic Chapel, Columbia University, and now pastor of New York Corpus Christi Church in the principal address at the annual Brotherhood Awards dinner of the National Conference of Christians and Jews here.

More than 1,200 persons attended the dinner in the grand ballroom of the Waldorf-Astoria Hotel preceding the official start of Brotherhood Week on Sunday.

"The inspiring thing about this motion picture industry is that it never has been so busy it has not had time to play a full part in every movement (*Continued on page 2*)

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., will return to New York today from Louisville.

•

SIDNEY DENEAU, Paramount Western sales manager, is in Chicago today from New York.

•

HAROLD L. FRIEDMAN, director of sales for United Artists Records, left here yesterday for Detroit and Chicago.

•

WILLIAM S. PALEY, CBS chairman of the board, will leave here tomorrow for Montego Bay, B.W.I., via B.O.A.C.

•

JACK H. LEVIN, president of Certified Reports, has returned to New York from Louisville.

•

WILLIAM OLIVER, head of the B.O.A.C. technical film unit, will leave here Saturday for London.

Delaware Moves to Ban 'God Created Woman'

Special to THE DAILY

WILMINGTON, Feb. 13 — Attorney General Joseph Donald Craven today took steps to stop the showing of "And God Created Woman" at the Edgemoor Theatre.

Irving Morris, attorney for Daniel Cudone, theatre manager, said he will ask the Court of Chancery for an injunction to prohibit Craven from carrying out his plan to close the show.

Craven after announcing that he had requested the theatre management to withdraw the film, implied that refusal would result in direct action—an arrest or seizure of the film—to prevent its showing.

The French film has also been banned in Philadelphia, where District Attorney Victor H. Blanc ordered county detectives earlier this week to confiscate the prints, at two theatres and arrested the two managers on charges of exhibiting an obscene motion picture.

Rhoden Conference Set

HOLLYWOOD, Feb. 13.—Elmer Rhoden, Jr., will outline to the press in a luncheon meeting here Monday his plans for producing 10 feature pictures, starting with "Daddy O," with Dick Contino and Sandra Giles, for distribution through various channels. Rhoden today said busineess is up 18 per cent from a year ago in his 103-theatre circuit in the mid-west.

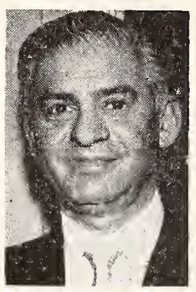
Honored With Brotherhood Awards



William Heineman



Spyros S. Skouras



Sol A. Schwartz

Hail Industry Brotherhood

(*Continued from page* 1)

in peace and in war, that has had for its purpose the well being of all peoples," Father Ford said. The industry "not only practices what it preaches but leads all communications media in continuously making available all of its resources and facilities to make this a happier and healthier world in which all people, regardless of personal beliefs, color or nationality, may live together in peace."

Calls It 'Dominant'

"It is the very spirit of brotherhood so dominant in your industry's own operation that has made it such a powerful, universal instrument for the common good," he concluded.

Louis Nizer was the evening's toastmaster.

Four awards, more than in any past year, were presented at the dinner:

Spyros S. Skouras, president of Skouras Theatres, and William J. Heineman, vice-president of United Artists, national co-chairmen of the Brotherhood Week campaigns of 1956 and 1957, received the annual Brotherhood Award from Si Fabian and J. Robert Rubin, respectively.

Ned E. Depinet presented a special award to Sol A. Schwartz, president of RKO Theatres, "for outstanding contributions to Brotherhood Week campaigns over a period of many years."

M-G-M Film Cited

To John F. Byrne, general sales manager of MGM, Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews, presented the annual Brotherhood Award for that company's "Something Of Value" as the motion picture that most advanced the cause of brotherhood in 1957.

Alex Harrison, national chairman of the industry's 1958 Brotherhood Week campaign, who opened the after-dinner proceedings, announced that "already we have strong indications that this year's campaign will bear lucrative fruit, for even before Brotherhood Week is officially under way we have received personal contributions from the very men and women in the field who will lead drives in their respective areas."

Reports from the 39 area exhibitor co-chairmen, reported Harrison, indicate more than 11,000 theatres will participate in the Brotherhood Week activities.

Harrison Sure of Success

Harrison said: "The swiftness and wholeheartedness with which hundreds of operators of theatres in what we call the 'grass roots' of America have taken hold of this campaign can mean only one thing: success."

He reported that on his recent cross-country business trip, from which he returned Wednesday, he observed "exhibitors eager to give their all and leaving no effort unexplored or untried to make this the most successful Brotherhood Week in which our industry has participated." He paid tribute to "exhibitor organization leaders who spurred their members to enlist in this worthy movement."

Industry Leaders on Dais

Seated on the dais were: Charles Alicoate, Chester Bahn, William Brenner, Dr. Sterling Brown, John F. M. Byrne, Dr. Everett R. Clinchy, George Dembow, Ned Depinet, Russell V. Downing, Si Fabian, Rev. George B. Ford, Leopold Freedman, Spyros P. Skouras, Alex Harrison, Paul Greenhalgh, Harry Hirshfield.

Also, Leonard Goldenson, Emanuel Frisch, William J. Heineman, Spyros S. Skouras, Sol A. Schwartz, J. Robert Rubin, Herman Robbins, Ed Rowley, Samuel Rinzler, Harold Rinzler, Eugene Picker, John Murphy, Don Mersereau, Arthur Israel, Louis Nizer, Martin Quigley, James A. Mulvey, Harry M. Kalmine, Si Seadler, Gerald J. Shea, George P. Skouras, Charles Smakwitz, Morton Sunshine, Alfred H. Tamarin and Max E. Youngstein.

Rename Mu

(*Continued from page*

land at the annual meeting of affiliated exhibitor organizati sisting of 200 theatres in the f England states.

Five vice-presidents were elected: Samuel Pinanski, of American Theatres Corp.; E. Kurtzman, northeast divisi ager of Loew's Theatres, In Domingo, Keith Memorial Harry Feinstein of New Have ley Warner Theatres; Edw Canter, ATC.

Two Resolutions Passe

Stanley Sumner was reelect urer, and John J. Ford, Maine Hampshire Theatres, was re chairman of the board. Frank don was reappointed executiv tary. Two resolutions were a one, that all theatre executi personnel adopt the "full ahead" attitude to obtain t elimination of the federal ad tax; and two, that all theatre full support to the Brotherhoo Campaign which is under the ship in this area of C. E. K Edward A. Canter accepted t chairmanship for the fort Academy Awards program.

Hope Will Go to Lo To Handle 'Paris'

Bob Hope is scheduled t in London by plane on Feb. 2 as master of ceremonies at th premiere of his Tolda Pro "Paris Holiday," which has for Feb. 27 at the Pavilion it is announced by Arnold M. United Artists vice-president i of foreign distribution.

The Technirama comed Hope, with Fernandel, Anita and Martha Hyer.

NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • CI 6-4600
MARIO LANZA
"SEVEN HILLS OF RO
co-starring RENATO RASCEL • MARISA A
An MGM Release In TECHNIRAMA® and TECH
and SPECTACULAR STAGE PRESENTATION

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Wanted for New England Thea
perienced assistant manager
flair for advertising. Good opp
for right man. Send resume to B
MOTION PICTURE DAILY, 1
Ave., New York 20, N. Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, New Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Presider J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Alman Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $1 Single copies, 10c.

Jingle Promotes egoing in Texas

Special to THE DAILY

AS, Feb. 13—Texas COMPO duced a radio jingle titled To Go Out To A Movie" ed by theatres as an "atten- er" for picture plugging. Kyle ecutive director of the Texas ion, announced today that e is being used on approxi- 00 radio stations in the state. itchy, tuneful record stresses in thoughts in its lyrics: "It's o out to a movie"; "You'll r people that you know"; ee a picture that's great, l or out of date."

Answers Charges rime' Pictures

s made in Washington on ay by Rep. H. Allen Smith .) blaming juvenile crime alism on "the current wave motion pictures portraying killers in a favorable light" vered here yesterday by Ken ce-president of the Motion ssociation of America.

that Smith is "unfamiliar facts about the portrayal of the American screen," Clark ut that in 1957 the Produc- Administration passed upon 585 features and short sub- vhich less than 10 per cent ch the category listed as nd every single one of these eceived the seal of approval roduction Code Administra- added.

A. Link Elected ent of G. P. E.

A. Link has resigned as vice- of the board of General Pre- ipment Corp. and has been resident of the organization. the founder and chairman ard of Link Aviation, Inc., ary of General Precision t.

Dividends Set

rs of General Precision t Corp. have declared a here of 60 cents per share mmon stock payable March kholders of record Feb. 28. also declared the following all payable on the same : a quarterly dividend of r share on the $4.75 cumu- ferred stock; and quarterly f 40 cents per share on the mulative convertible prefer- .

Here Feb. 21

Century-Fox's "Sing Boy have its New York open- 21 at the Mayfair Theatre.

Landau Confident of Future of Theatres

Confidence in the future of theatrical distribution was expressed by Ely Landau, chairman of the board of NTA Pictures, at its first national sales convention held at the new home offices here this week.

Oliver Unger, president, described NTA as a company that is "active in every phase of the entertainment industry" and stated that theatrical distribution was an integral part of that activity.

Attending the four-day conference were Murray Kaplan, sales manager; Mal Warshaw, national director of advertising, publicity and exploitation; Tom McCue, in charge of physical operation; Mike Simons, head of the newly created direct mail sales unit; and the company's division managers.

AA Board Will Meet In Hollywood Feb. 24

From THE DAILY Bureau

HOLLYWOOD, Feb. 13.—A regular meeting of Allied Artists Pictures Corp. board of directors has been scheduled for Feb. 24, and will be held at the company's studio here.

Attending the meeting will be Steve Broidy, president; George D. Burrows, executive vice-president and treasurer; W. Ray Johnston, chairman; Edward Morey, vice-president; Norton V. Ritchey, vice-president; Herman Rivkin, Boston; Sherill Corwin and Paul Porzelt, New York.

Bout to RKO Theatres

RKO Theatres has arranged for the closed circuit Theatre TelePrompTer presentation of the Carmen Basilio-Sugar Ray Robinson Middleweight Championship fight on Tuesday, March 25, at the RKO 86th Street, Manhattan; RKO Fordham in the Bronx; and RKO Madison, Brooklyn. Out of town RKO Theatres presenting the telecast will be Keith's, Washington; the Albee, Cincinnati; Palace, Columbus; Keith's, Dayton; Lincoln, Trenton; Pantages, Hollywood; and the Golden Gate, San Francisco.

Preminger-Col. Deal

Otto Preminger has completed a production - distribution agreement with Columbia Pictures, the company has announced, under which Preminger's Carlyle Productions, Inc., will produce two films this year to be directed by Preminger. The first will be based upon "Mardios Beach," a novel by Oakley Hall.

Col. Signs Bardot

Harry Cohn, president of Columbia Pictures, has announced the signing of a multi-picture deal with the combine headed by Brigitte Bardot, Raoul Levy and Roger Vadim, which will give the company the exclusive services of Miss Bardot at least through 1960.

'U' to Close Albany Office; Weitman to Stay

Special to THE DAILY

ALBANY, N. Y., Feb. 13 — More than 30 years of full exchange operation by Universal in Albany will end Feb. 21. After the date set, there will be only one local employee: Norman Weitman, present manager. He will be sales representative, and will maintain an office in the present headquarters of the company until the lease expires in June. After that he will work from another address. Prints will be shipped to this area from Buffalo and New York.

It is said to be the geographical location, rather than the financial picture, which makes Albany "expendable." The exchange is a money maker but it does not fit into Universal's "streamlining" policy.

Acquire Rep. Franchise In Minn.-Mil. Area

Special to THE DAILY

MINNEAPOLIS, Feb. 13 — Acquisition of the Republic Pictures franchise for the Minneapolis and Milwaukee territories effective March 1 by Independent Film Distributors was announced here by Abbott Swartz, branch operation manager.

Joe Loeffler, branch manager of Republic here, will remain in Minneapolis as Republic representative, and Jack Frackman, Republic branch manager in Milwaukee, will remain there as Republic representative. Loeffler said that the Republic exchange here will close Feb. 28.

Pennsylvania

(*Continued from page* 1)

in the Warwick Hotel here which saw the Philadelphia theatre and amusement association he headed for three years expanded into a statewide organization with representatives of nearly every form of amusement enterprise.

Membership includes operators of legitimate and film theatres, professional sports teams, skating rinks and swimming pools. Ted Schlanger, Stanley Warner zone chief here, was elected first vice-president; John Coyne, of Scranton, second vice-president. Lester Krieger, secretary, and Sam Shapiro, treasurer, of the local association were retained in these offices.

PCA Okays 378

(*Continued from page* 1)

Administration, released here yesterday. While only 305 features films received the Code seal in 1955, this was increased to 337 in 1956, it was pointed out.

The Shurlock report also noted that the trend toward independent production continues strong with the latter accounting for 69 per cent of the films made in Hollywood in 1957. However, 74 per cent of these independent productions were distributed by the major companies.

Short subject activity continued to decline.

WARNER BROS.' TRADE SHOWS FEB. 17

WARNER BROS. PICTURES PRESENTS

"STAKEOUT ON DOPE STREET"

Starring

YALE WEXLER • JONATHON HAZE

MORRIS MILLER • ABBY DALTON • ALLEN KRAMER

Written by IRWIN SCHWARTZ • IRVIN KERSHNER • ANDREW J. FENADY

Produced by ANDREW J. FENADY • Directed by IRVIN KERSHNER

ALBANY
20th Century-Fox Screening Room
1052 8way • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 8way • 2:00 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 2:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Projection Room
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St. • 2:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.

NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 1:30 P.M.

*OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
4543 University Way • 2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

* Tuesday, Feb. 18th

Drive-in Buys

(*Continued from page* 1)

tions without taking into account the increased buying power and influence which each such acquisition brings to the already too powerful circuits."

The resolution also protested the department's refusal to permit affected exhibitors to intervene in such cases so as to subpoena evidence and appeal from adverse decisions, "thereby allowing higher courts to pass upon the conduct of such proceedings."

White Paper to Be Issued

In addition, Allied will issue a "white paper" on the subject to every exhibitor registered at this convention and to other Allied members setting forth Allied's position.

The convention also backed the Allied board's earlier call for discontinuance by film companies of all sales of motion pictures to television, terming this a course which inevitably will lead "to the elimination of their theatre customers and consequent loss of their only established market for their new productions."

The Allied board earlier named a committee to call upon producer-distributors to endeavor to convince them of the danger to the future existence of theatres, and to the companies themselves, if post-1948 films are sold to TV.

Urge Appeal to U.A.

Several convention speakers recommended that exhibitors give their support to those companies which take a stand against further sales to TV and withhold it from those who make such sales. The Allied convention film clinics recommended that information be obtained concerning independent producers, such as those releasing through United Artists, who already have sold post-'48 films to TV and withhold support for the newer productions of such producers. It also urged that U.A. be requested to restrain the sale to television of those films in which it has a financial interest.

The convention confirmed the Allied board's decision to discontinue participation in negotiations for an industry arbitration system unless at the next such meeting distributor representatives offer some solution for the availability problem, which has stalemated the negotiations for some months.

Abram F. Myers, Allied chairman and general counsel, told the convention exhibition has advanced a half-dozen suggestions for a solution of the problem but distribution not only has rejected all of them, but has come up with none of its own.

Myers told the convention the recent House Commerce Committee action in requesting the Federal Communications Commission to take no action on toll television over the air until Congress has specifically delegated it the authority to do so, set up a long and difficult task for proponents of pay-TV.

Report Given on Clinics

A report on the work of the Allied film clinics, presented to the convention by James McDonald of Cincinnati, revealed only minor dissatisfaction with film terms and other matters with distributors by comparison with earlier years. Virtually all distributors were given a clean bill of health, although dissatisfaction was expressed over Paramount's terms for "The Ten Commandments."

It was contended the picture has not been made available to drive-ins, but it was reported the terms to be asked call for seven-day engagements, advanced admissions, 60 per cent and "no look."

There were however, some objections from the convention floor to the critical resolution.

The clinics' report also claimed that drive-ins can't buy 20th Century's Fox's "Peyton Place" yet, and it was suggested that exhibitors delay buying Republic product until its difficulties with the Screen Producers Guild over the recent sale of its post-'48 features to television have been settled.

While there were no specific complaints against Warners the report referred to it as the company the exhibitors were unhappiest about.

The report urged that more films be made in color, pointing out that of 244 features last year only 81 were in color. Noting that some TV stations advertise film showings as "in color by Technicolor," the report asked that Technicolor be questioned as to whether such advertising can be halted, inasmuch as such films actually appear in black and white on all but a few of the nation's television screens.

Would Re-Issue Paramount Films

The report also asked that the attention of the Federal Trade Commission be called to other examples of misleading advertising of films on TV. It suggested that means be studied by which some of the Paramount backlog recently sold to MCA could be obtained for theatrical reissue.

Another suggestion was that exhibitors owning film company stocks designate representatives to vote their proxies at annual meetings at which they will appear and explain how sales of film backlogs to TV actually harm the company making the sale.

A strong recommendation for maintenance of high projection standards and for the exercise of intelligent care in the handling of films and other technical operations of the theatre, including drive-ins, was made to the convention by Hugh McLachlan of Y & W Management Corp., chairman of Allied's technical committee. He cited careless habits that result in scratched film surfaces, poor projection and other sub-par operating standards.

Profitable Plan for Utilizing Drive-in Sundays: Ramps Used for Merchandise Sale or Trade

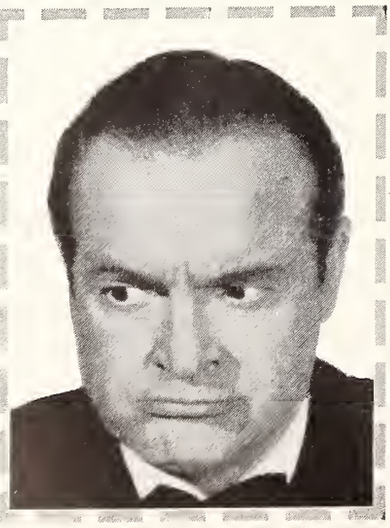
Special to THE DAILY

LOUISVILLE, Feb. 13—A project for Sunday daytime use of a drive-in theatre that returned the exhibitor $10,000 extra revenue annually was described to the second business building session of the Allied States drive-in convention here today by Verely Miller of Kansas City. The plan is employed at the 500-car drive-in at El Cajon, Calif., operated by Al Dumont.

Known as "swap day," the exhibitor makes two ramps available as midways for those with any kind of goods for sale or trade, whom he admits for 35 cents per car, charging shoppers and the curious who come to look over the merchandise the same. Miller said 888 cars were clocked through the drive-in the day he visited it.

The exhibitor began with a noon opening and 14 cars came in the first day despite a minimum of advance promotion. He has since advanced the opening hour to 9 A.M. and closes at 5 P.M. No local taxes or licenses are involved and churches have not objected, Miller reported. He plans to introduce the stunt in Kansas City this spring. He said the concession sales were tremendous at the California stand.

Did you know that Fernandel, your co-star in "Paris Holiday" is often called 'The World's Funniest Comedian'?



THRU UA

Interest H In Promot Plans Semi

Special to THE DAILY

LOUISVILLE, Feb. 13 character of this year's annua tion of Allied States Drive-In Owners here was demonstr pressively yesterday when a gathering of more than 400 unflagging interest through seminar on business buildin tion.

S. J. Papas, vice-president ance Theatres of Indiana, delegates' attention for alm hours with a detailed expo his circuit's cost control and jective system for concessio tions, designed to reduce while increasing profits.

Adams Extends Sessio

So great was the delegat est that Horace Adams, Alli president, was obliged to sc carryover business building for today, telescoping sched clinics in order to accomm extra session.

Adams sounded the keyno seminar by declaring the problem today to be the sam of the four-wall theatre—on creasing attendance. He that to do this the exhibit strong product and to ben that he must have it at tern permit a profit. Orderly re quality product also is a Adams said, as is competiti films on television. He cite statements against the sale 1948 libraries to TV by Spyr ras, Joseph R. Vogel and Bar aban as offering a "ray of hop exhibitor in this area.

Warns of Popcorn Qua

Among speakers at the ses William Smith of the Popco tute of Chicago, who warne tors that poor corn-growing c last year could result in lower quality on the market this y should be guarded against b buying.

Barry Hersh of the Rube S atres, Cincinnati, described a tive "theatre-weather" televisi which has increased its ratin indicated 150,000 audienc dozen participating exhibitors feel it is helping attendance gives them some control over telecasts which otherwise mig the public to "remain at hom clement weather.

Nicholson Combats Vid

James Nicholson, presid American International Pictu peated his pledge that his co films will not be shown on t and that its contracts will eight years clearance for thea TV.

gel Pleads for Cooperation

(Continued from page 1)

We have no time now for ithets. We have to work to- not at all."

defined working together as duct of giving a little and a little and declared that the distributor nor the ex- should "expect to be guar- profit."

ferred to the days when was called the "friendly com- cause it was "always willing v the results of an engage- nd admitted that restrictions policy had been "a shock to s."

as as if a warm friend had turned a cold shoulder," he added that the policy was company could be proud of, not too much to expect a riendly policy on the part of us.

me Small Films Necessary

rally, the demand for block- nits is greater than ever, but any can find enough prop- ich lend themselves to a suffi- mber of entertainments of le. Some small pictures have duced. Not only the distribu- he exhibitor has to work on ctures. They are often the developing new talent."

making a quick reference to ption of the presidency and pany's difficulties he said: elieve we will produce better than we have in the recent we will embark bravely on e-scale ventures as 'Ben Hur,' ill be a major contribution ence of our faith in this in- By March 1, I expect our will be working at full ca- nd I am extremely optimistic e quality of our future prod-

n important novels and five cesses are among the prop- our schedule. Forty major a post-war record, have re- mpleted or are assigned to nplays, and six more will be shortly. This will bring to 48 ber of screenplays being or current production or in tages of preparation for 1958- g."

ses to TV a 'Necessity'

said the only justification for ng of pre-1948 films to tele- as "necessity."

king for myself," he said, "I nder what the television sta- ld do if they had to fill up for the shows we made for was obvious that such leas- ld have repercussions. The panies knew it themselves, were hard hit by the sag in and with the mounting cost ction, there was no one to f the budget was to be bal-

nately M-G-M's pre-1948 re leased to television and We have learned a lot in the past year, and from what we have learned, I have reason for optimism, not pessimism. The time will come when television will feel the pinch, when they, too, will be confronted with mounting overhead, and the law of diminishing returns will set in on the re-running of old pictures. But more people are seeing motion pictures than ever, and the motion picture viewing habit will develop additional patrons for the newer pictures. We've overcome troubles before; we'll do it again."

Asks 'Reasonable Chance' for Films

"Meanwhile I urge theatre owners to encourage the film companies by giving all pictures a reasonable chance. We should work in a showmanlike way to rebuild enthusiasm for an industry that is our life. It is clear to us that the public will go to the theatre where there is something in the theatre to see, and there are many pictures worth seeing which do not appear on the surface compelling enough to make a dent in this new habit of home entertainment.

"The theatre manager has to be alive and has to give his theatre personality that makes it a happy occasion for one to attend. We must never give up.

"We at M-G-M intend to go all-out on promotion, and we are hopeful that theatre owners will not use this assistance as an opportunity to curtail their own expenditure.

"As an exhibitor I understand the reactions and the problems of a theatre, but, as I said before, this is a time to give a little and take a little."

Vogel thanked those present and through them all exhibitors for their support during the recent company troubles and said: "My associates and I pledge our best efforts to bring M-G-M back to the high place it once held, and, in doing this, we feel we shall be accomplishing something, not only for the stockholders of Loew's, Inc., not only for the employes of Loew's, but for the exhibitors who play our pictures, and, indeed, the entire industry."

No Plans to Sell Post-48 Films to TV: Balaban

Paramount Pictures has no plans to sell its post-1948 product to free television, Barney Balaban, president, has reported to the company's offices throughout the world in a special statement following the announcement that the company had completed negotiations with Management Corporation of America for the sale of Paramount's pre-1948 films.

"It is my sincere hope that no other producer or distributor will dispose of post-1948 features for free TV," Balaban added.

In the same statement Balaban said that Paramount had no choice in selling its pre-1948 backlog in view of similar deal by other distributors.

Television Today

Extra TV Pay Sought By Directors Guild

From THE DAILY Bureau

HOLLYWOOD, Feb. 13.—New demands here by the Screen Directors Guild for presentation to employing producers are led off by the stipulation that each director be paid 25 per cent of his original salary for each post-1948 film that is released to television. Another new demand requires that the director receive continuing royalties on any theatrical picture that is used also as a pilot for a television series.

Demands for theatrical features start with establishing a $750 weekly minimum in all classifications, with a five-week guarantee on pictures costing less than $100,0000, and an eight-week guarantee on films costing more.

The SDG contract with the major studios expires March 13.

'Controlled' Toll-TV Tests Hit by Celler

Representative Emanuel Celler, chairman of the House Committee on the Judiciary, presented his reasons for opposing "controlled" tests of toll television before the New York local of the American Federation of Radio and Television Artists here yesterday at the Sheraton-Astor Hotel.

"The inventions whose exploitation is sought," Celler said, "have nothing to do with program production. They are devices for coding and decoding broadcasts, restricting the viewer, monitoring his reception, and calculating his bill. No technical experiments are needed to prove that these devices will work. Their absence has not hampered the production of TV shows, nor can their adoption produce program improvement."

Fox Clarifies

(Continued from page 1)

to the Allied Drive-In Convention here yesterday by Robert Wile, exhibitor relations director for the company.

"If the charge for heaters is not a condition of admission," the company statement said, "we do not expect that the computation of the gross will include such charges."

FCC Still Eyes

(Continued from page 1)

to discuss the committee's resolutions, but decided after a brief discussion that they needed more time to study the problem. They expect to meet again on it Wednesday, when they will "say or do something," a commission spokesman said.

Ky. Allied Reelects

LOUISVILLE, Feb. 13. — All officers of Allied Theatre Owners of Kentucky were reelected at the annual meeting held this week.

Selectivision Show

(Continued from page 1)

approximately three inches in length and width and two inches in height. When the Selectivator is connected to a home TV set, the viewer can pick up Selectivision's closed-circuit programs on one of the local unused channels by inserting a chemically treated punch card into a slot on the box, it was stated.

Selectivision demonstrated its system yesterday by transmitting test patterns and Filmack trailers to several Selectivator-equipped TV sets scattered throughout the ten-room, ground floor apartment. Reception was generally more or less fuzzy.

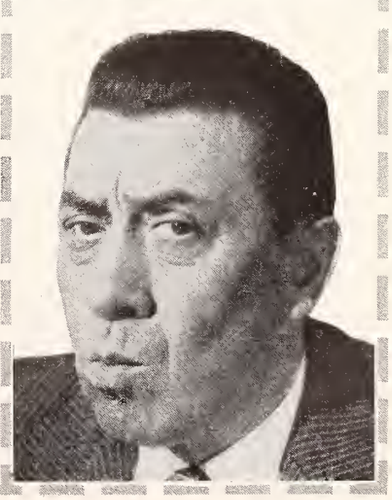
Holiday Business

(Continued from page 1)

the east-side Plaza, both figures termed "record-setting" by UA.

Cecil B. DeMille's "The Ten Commandments," soon to wind up its record-breaking run at the Criterion, racked up a fine $8,100 for three holiday performances.

Did you know that Bob Hope, your co-star in "Paris Holiday" is often called 'The World's Funniest Comedian'?



THRU UA

Right At The Right Boxoffice Moment!

PARAMOUNT'S IMPORTANT PRE-SELLING OF Hal Wallis' Production

Wild Is The Wind



"Magnani is as magnificent in this interview as she is in 'Wild Is The Wind'." —*Ed Sullivan*

on the

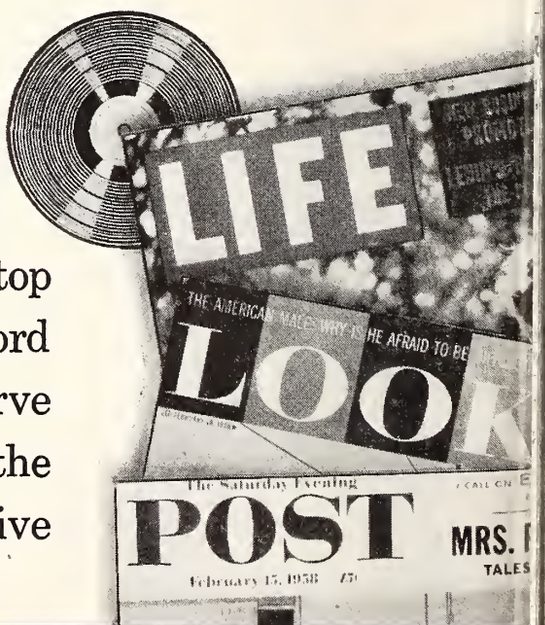
ED SULLIVAN SHOW

CBS-TV · COAST TO COAST · **SUNDAY, FEB. 16**

ANNA MAGNANI in an exciting interview which Sullivan flew to Rome to film—plus—her co-star

ANTHONY FRANCIOSA—IN PERSON

Add this smash promotion to ads in LIFE, LOOK and SATURDAY EVENING POST and all the fan magazines . . . the current top popularity of Johnny Mathis' Columbia Record "Wild Is The Wind" . . . and Magnani's Verve Record of "Scapricciatiello" which she sings in the picture . . . all part of Paramount's all-inclusive ticket-selling support!



Paramount presents **ANNA MAGNANI · ANTHONY QUINN · ANTHONY FRANCIOSA** in Hal Wallis' Production **"WILD IS THE WIN**
Co-starring Dolores Hart · Joseph Calleia · Directed by George Cukor · Screen Story & Screen Play by Arn
Schulman · Music composed and conducted by Dimitri Tiomkin · VistaVision®

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 32 NEW YORK, U.S.A., MONDAY, FEBRUARY 17, 1958 TEN CENTS

ess Report

A Loans Theatres to Date

tors Still Seeking Liberal Standards

By J. A. OTTEN

INGTON, Feb. 16.—The privilege of being eligible al Small Business Administ- ans has proven of little help ors.

only four small loans total- 50 have been made to exhibi- SBA agreed in the fall of consider loan applications ventional theatres. All four nted before last summer; been granted since then. same time, at least 10 loan ns were rejected, and proba- more. Until last summer, als were stating the number d applications, though not g individual applicants. that time, 10 were turned ice the summer, however, als have refused to say how

ontinued on page 6)

rs Forms New l Subsidiary

pecial to THE DAILY

NK, Calif., Feb. 16.—War- Pictures will enter the elec- d through the formation of wned subsidiary for world- lopment and distribution of equipment, it was an- ere at the weekend by Jack r, president, and Benjamin

ontinued on page 7)

Production Deals CBS, NBC Webs

n THE DAILY Bureau

WOOD, Feb. 16 — Univer- tional, whose TV work in has been limited to filmed ls, will produce entertain- for video in line with pro- eals signed with CBS and

t picture will be "The Dun- CBS, for that web's "Play-

Ticket-Selling, Concessions, New Equipment on TOA Drive-In Agenda

Panel sessions on ticket selling, concessions and new equipment will head the agenda of the Drive-In Conventionette of the Theatre Owners of America at the Mark Hopkins Hotel in San Francisco on Wednesday and Thursday, March 26 and 27, it was announced at the weekend by Abe Blumenfeld and Roy Cooper, conventionette co-chairmen. Blumenfeld is a TOA vice-president and president of the Northern California Theatre Association; Cooper is assistant to Ernest Stellings, TOA president.

The Conventionette, expected to draw drive-in operators from all parts of the country as well as a heavy concentration from the West Coast, will follow the mid-winter board of direc-

(*Continued on page* 8)

See 'Oscar' Nominations Upsetting Predictions

By WILLIAM R. WEAVER

HOLLYWOOD, Feb. 16. — The mathematical probability that Academy Award nominations to be disclosed tomorrow will upset more predictions than any previous announcement has had professional Hollywood talking to itself this weekend in far from unanimous expectations.

Although newspaper reviewers, syndicated columnists and table-cloth analysts have engaged in the usual free-style forecasting with some sem-

(*Continued on page* 8)

Upturn in Grosses Predicted by Byrne

Special to THE DAILY

NEW HAVEN, Conn., Feb. 16 — A Connecticut exhibitors' luncheon here on Friday was told there is a concerted upbeat pattern in Hollywood by John P. Byrne, general sales manager of Loew's, Inc.

Byrne told his Union League Club

(*Continued on page* 8)

GPEC Sales Up 20%; Earnings Jump 80%

Preliminary figures of General Precision Equipment Corporation for the year 1957 indicate consolidated sales of $185,093,842, an increase of 20 per cent over sales of $153,261,864 for the previous year, it was announced at the weekend.

Net earnings, after Federal taxes and amortization of goodwill, were approximately $4,263,949 or 80 per cent above the $2,394,729 reported for 1956.

After allowance for dividend re-

(*Continued on page* 8)

Loew's Will Continue Steps To Reduce Costs, Says Vogel

By SHERWIN KANE

LOUISVILLE, Feb. 16—With economy measures in force in Loew's operations already representing savings of approximately $6,000,000 annually, the need for continued cost-paring has not abated, Joseph R. Vogel, Loew's-MGM president, said in an interview here before returning to New York. Vogel was in Louisville as the principal speaker at the fifth annual Allied States Drive-In Convention.

"The costs of pictures are just as exasperating to a producer today as they are to an exhibitor," Vogel said. "We are obliged to be extremely cost-conscious."

That means, he said, that the costs of distribution, as well as of production, must be cut. Streamlining of the sales organization where possible will be continued, among other measures. Steps in this direction already have been taken by MGM in New York, Cleveland, New Haven and Portland.

Liquidation of some of the company's foreign assets is a possibility, Vogel said, although nothing definite has been decided upon yet. Robert O'Brien, vice-president and treasurer, will go to Europe "in a couple of weeks" to look over properties such as the British MGM studios, the Rome

(*Continued on page* 2)

To Cancel Major Pacts

Three-Pronged Strike Action Set by WGA

To Quit Republic Mar. 22; Notice Given Independents

From THE DAILY Bureau

HOLLYWOOD, Feb. 16. — The screen writers branch, Writers Guild of America, West, has unanimously voted three-pronged strike action calculated to nail down the Guild's position with respect to sale of theatrical films to free television and also to pay-television.

Firstly, the writers ordered cancellation of their contract with major studios "as soon as legally possible." Under the terms of the existing contract this can become effective Nov.

(*Continued on page* 8)

Ask N.Y. Wage Hike To Minimum of $1

A recommended increase of hourly minimum wage standards in the amusement industry in New York State from the present 75 cents to $1.00, as of the effective date of the proposed new order, and to $1.05 as of Sept. 1, 1959, will be given a public hearing by Industrial Commissioner Isador Lubin in Rochester on Tuesday, Feb. 25, the State Labor

(*Continued on page* 7)

Stoner Resigns as Para. Central Head

Bryan D. (Buck) Stoner has resigned as Paramount's central division manager, Sidney Deneau, western sales manager, announced here at the weekend. The central division incorporates branches in Chicago, Detroit,

(*Continued on page* 7)

Television Today

Page 7

PERSONAL MENTION

CECIL B. DEMILLE will arrive in New York on Wednesday from Hollywood.

•

DAVE BADER, of Atlantic Television Corp., has returned to New York from Chicago.

•

HERB STEINBERG, Paramount's national exploitation manager, will leave New York today for Chicago and St. Louis.

•

MRS. LEON ENKEN gave birth to a son last week in Warren, O. Father is president of Robins Amusement Co. of that city.

•

FRANK A. SITER, Paramount district manager in charge of Spain, Portugal and the Middle East, with headquarters in Barcelona, arrived in Hollywood at the weekend from New York.

•

DUKE GOLSTONE, Guild Films executive producer, has arrived in London from New York.

•

GEORGE JOSEPHS, Columbia Pictures home office Eastern sales representative, left New York at the weekend for a business trip through the company's Mideast division.

•

LEW GRADE, British talent agent, returned to London from New York on Saturday via B.O.A.C.

Hyams Joining H-H-L

Joe Hyams has been appointed east coast publicity manager for Hecht, Hill and Lancaster Companies, it was announced at the weekend by Bernard M. Kamber, national director of advertising, publicity and exploitation. Hyams will resign immediately from Figaro, Inc., Productions to assume his new position.

Block Leaves Univ.

Jules Block, service manager for Universal Pictures in New York for the past 20 years, terminated his employment with the company Friday and has joined the Ritz Printing Co. as an executive specializing in entertainment industry and other accounts.

'Krull' to Guild Here

DCA's "The Confessions of Felix Krull" will be the next attraction at the Radio City Guild Theatre, following the current picture.

Loew's Will Reduce Costs

(*Continued from page* 1)

dubbing studio, and similar properties. Morton Spring, president of Loew's International, also is inspecting the company's Continental facilities.

"If someone came along and offered the right price, we would sell anything that did not affect our basic operations, the production of films and their quality," Vogel said.

Questioned about possible explanations of the strength displayed by Loew's stock—the issue rose a point in the face of the general downward trend in the market as a whole last week—the company's chief executive commented: "They must think we're on the right track."

Queried on Company Finances

In answer to a question he said he didn't know if the company is back in the black now after the substantial loss taken in the first quarter of the fiscal year. The company's first half ends almost simultaneously with the annual meeting of stockholders Feb. 27.

"If we can succeed in getting costs into line with our revenue possibilities," he observed, "it will benefit the entire industry. We won't have to exact the ultimate in rentals from exhibitors and we will be able to pay dividends to our stockholders. The economies we've made to date have not affected the quality of our pictures adversely."

Vogel confirmed reports that he has talked to Sol C. Siegel concerning a production post at the Culver City Studios, "and to others, too." He declined to name the others, observing that "as soon as such matters are publicized, the negotiations are complicated."

The Loew's head man is not likely to move his own headquarters to Hollywood. "It's a narrow place," he said, "and after you've been there a while your ideas narrow. You lose contact with the people who have to sell your pictures and with those who buy them."

In Close Contact with Coast

He said he will maintain close contact with studio operations, particularly any involving large production budgets. Vogel's reputation for accurately appraising box office values in film properties is well established in the industry.

"We will do our utmost to make pictures that will return their investment with a profit," he said. "As a matter of fact, we'll have to."

He predicts that "Raintree County" will get back the company's huge investment in it.

House Group Hearings On ASCAP March 13

From THE DAILY Bureau

WASHINGTON, Feb. 16. — A House Small Business Subcommittee postponed from Feb. 25 until March 13 its scheduled hearings on the functioning of ASCAP. Chairman Roosevelt (D., Calif.) said he acted after being informed that ASCAP president Paul Cunningham is ill. The subcommittee wants to know whether ASCAP is injuring small music publishers and composers.

AA Deal in Colombia

Norton V. Ritchey, president of Allied Artists International Corporation, has announced that a long-term distribution contract for Colombia has been signed for Cine Colombia, S.A., managed by Jorge Isaza. The contract was negotiated for A.A. by Bernard J. Gates, Latin American supervisor.

Rackmil Buys Shares

WASHINGTON, Feb. 16 — Milton R. Rackmil, president of Decca Records, Inc., has purchased 75,100 shares of the company's capital stock at $15.08¾ per share, according to a statement filed with the Securities & Exchange Commission here.

New Conn. Theatre Corporation Formed

Special to THE DAILY

HARTFORD, Feb. 16—Connecticut real estate man Nicholas A. Saraceno has formed the Nicholas A. Saraceno Capital Corp., Middletown, with the primary objective to operate motion picture theatres. He and his associates—Laura Janicki and M. Dolores Gregg—are reopening the long-shuttered Capitol Theatre, Middletown, as initial project.

The theatre was previously operated by the Capitol Theatre Operating Corporation, also of Middletown. Middletown, mid-point between Hartford and New Haven, has two other four-wall situations—the M&D Circuit's first-run Palace and Middlesex.

Thomas Reed Dies

WASHINGTON, Feb. 16—Thomas A. Reed, 67, veteran projectionist in the local office of the Motion Picture Association of America, died early this morning of a heart attack at his residence in nearby Riverdale, Md. Reed served with the MPA since 1950. Prior to that, he was chief projectionist at Loew's Palace Theatre in Washington. Services will be held on Monday at 10:30 A.M. in Gasch's Funeral Home, Hyattsville, Md.

Vogel Compliments Sch On 'Sunrise' Hit Play

Special to THE DAILY

LOUISVILLE, Feb. 16 — in an interview what he tho Dore Schary's Broadway sta "Sunrise at Campobello," Jose gel said:

"It is the thing he does be a wonderful creator, very int and this was something he wa do. Giving all of his talent an tion to it brought forth his b neither he nor any other man responsible any longer for a h up of varied productions."

Allied, MMPTA, IT Accept Montague E

Allied States Association Metropolitan Motion Picture Association and the Independe atre Owners Association have cepted A. Montague's invita send representatives to a presentation of the industry's h building program, it was r here at the weekend.

The meeting will be he Thursday morning in the board room, with Paul N. Laza presiding. The business buildi has already been presented t exhibitor representatives, in those of Theatre Owners of A earlier this month.

To Address IENE

BOSTON, Feb. 16 — Robe of 20th Century-Fox, Edward man of Loraine Carbons, and Goodnight of Alexander Films speakers at the annual conven Independent Exhibitors of Ne land at the Bradford Hotel h Tuesday.

PUBLICITY and EXPLOITATION FIELD MEN

CHECK THIS —

- ☐ Are you fed up being k oround?
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READY NOW!

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PAUL NEWMAN
the screen's most popular new star!



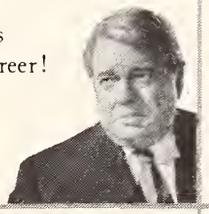
JOANNE WOODWARD
voted Best Actress of the Year by National Board of Review!



ANTHONY FRANCIOSA
most electrifying young actor on the screen today!



ORSON WELLES
the most powerful characterization of his career!



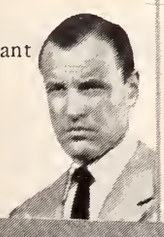
LEE REMICK
the dramatic discovery of the year!



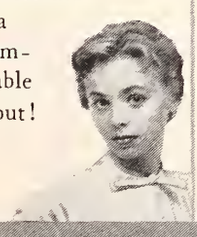
ANGELA LANSBURY
radiant beauty and fine acting!



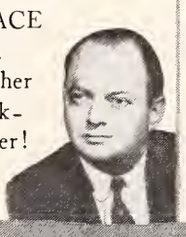
RICHARD ANDERSON
notable performance in his most important role!



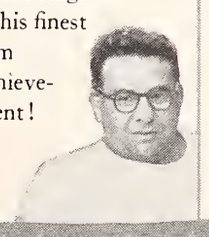
SARAH MARSHALL
Broadway's newest find in a memorable debut!



JERRY WALD
Follows his PEYTON PLACE with another blockbuster!



MARTIN RITT
Top director of the stage in his finest film achievement!



WILLIAM FAULKNER
Pulitzer and Nobel Prize novelist... inspired Irving Ravetch and Harriett Frank Jr



JIMMIE RODGERS
His recording of the title song the new sensation of the nation!





Summer Business begins ea

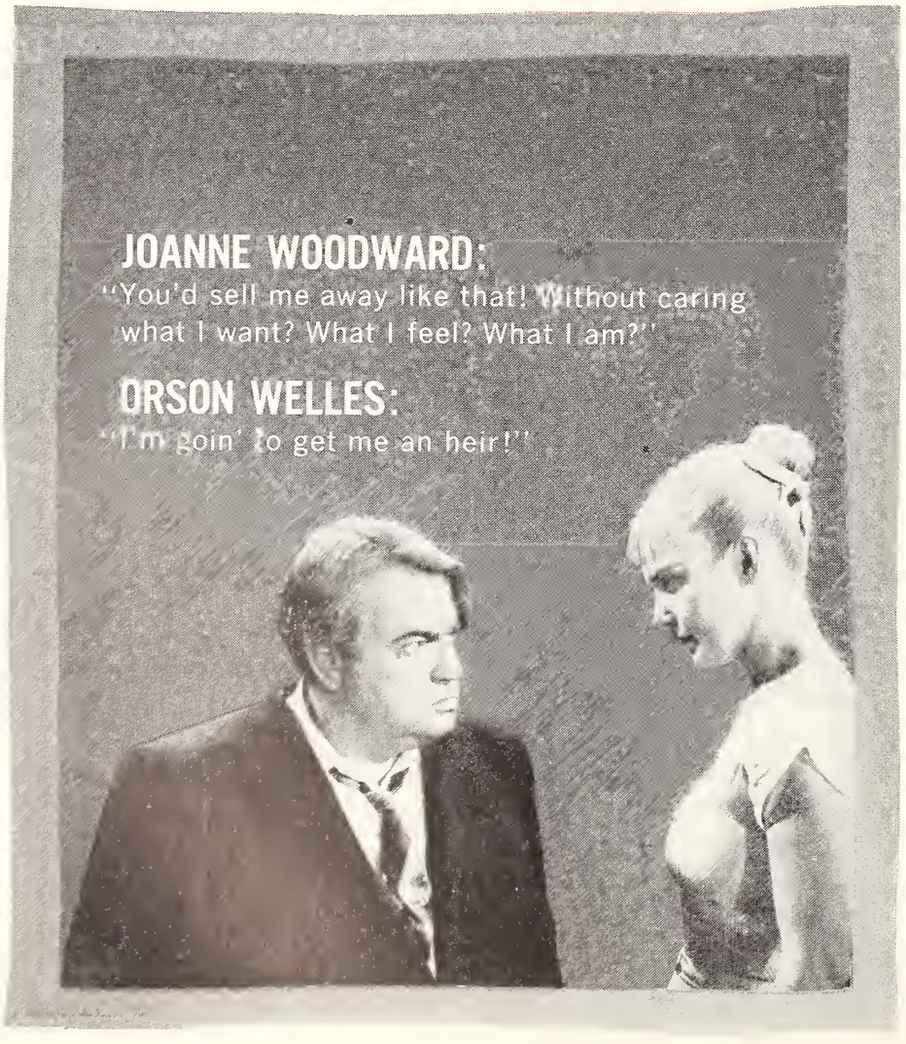
JERRY WALD'S
production of
WILLIAM FAULKNER'S

The Lon

ANTHONY FRANCIOSA:
"Listen! I'm six feet tall, weigh a hundred ar
seventy-eight pounds and what I like is you

LEE REMICK:
"But I'm going to take temptation out
of your path, Jody, so you can find yourself

there'll be talk for a **Long, Long** time to come about scene a



starring
PAUL NEWMAN · J
ORSON WELLES ·

Directed by MARTIN RITT · Screenplay IRVING

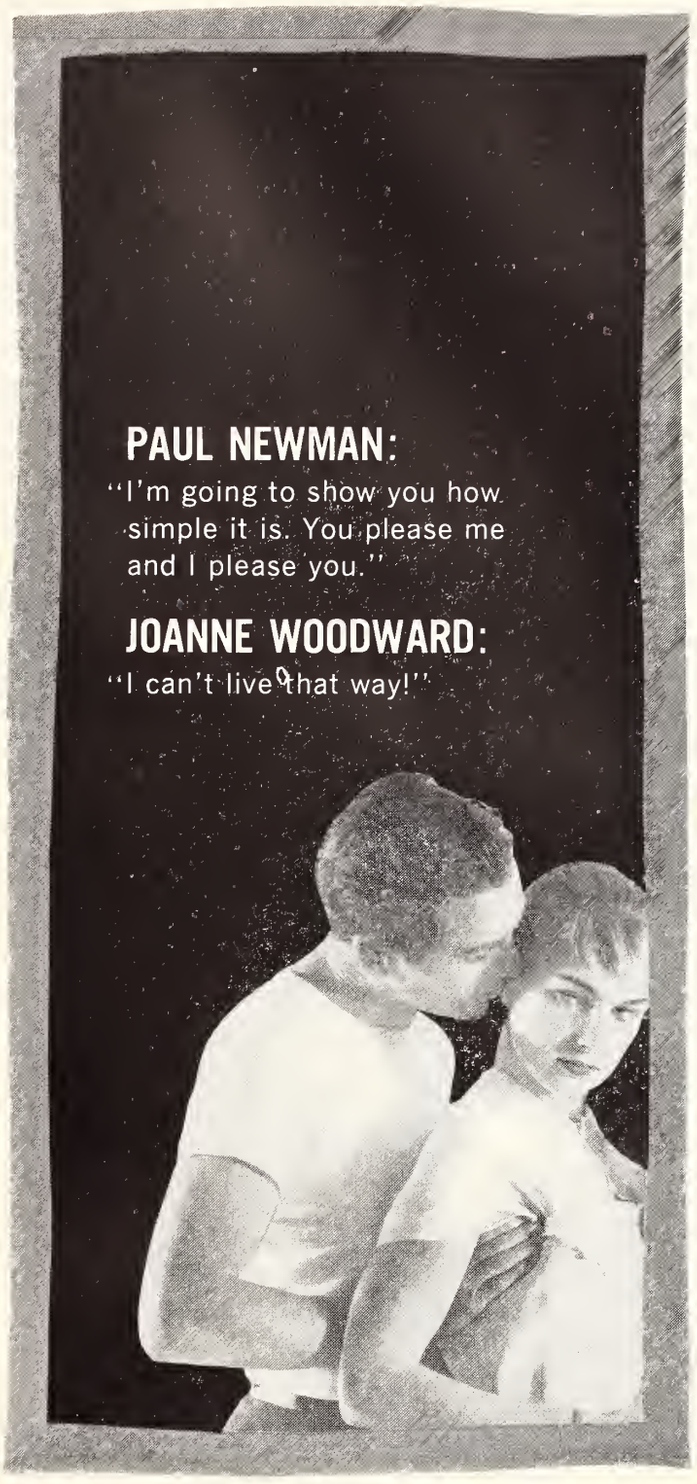


s year with

t Summer



the frankness of Faulkner!



VARD · ANTHONY FRANCIOSA

ANGELA LANSBURY with RICHARD ANDERSON · SARAH MARSHALL · MABEL ALBERTSON

IET FRANK, Jr. CINEMASCOPE COLOR by DE LUXE

r long, long lines...long, long runs...
it right and 20th's THE LONG, HOT SUMMER
y right through the Cold, Cold Winter!

Join with United States and Canadian Sales Branch Employees in their

ALEX HARRISON TESTIMONIAL

from MARCH 2nd  to MARCH 29th

SBA Loans

(*Continued from page* 1)

many theatre loan applications were rejected.

Exhibitor groups have repeatedly tried to get SBA to liberalize its loan standards, claiming that existing standards in effect rule out most exhibitor applicants. The figures would seem to document their claim.

Myers Knows of No Applicant

Allied States Association general counsel Abram F. Myers said he knew of no Allied member who had applied for a loan recently, and did not think anybody would as long as present regulations are in effect. "There are so many restrictions," he declared, "that as a practical matter it doesn't mean anything." Myers feels that the reason SBA hasn't approved more theatre loans is "the same reason that banks won't lend money to theatres—because they've written the theatre business off as a losing proposition."

Of course, one of the reasons for the existence of SBA is to provide credit where it isn't available from banks and other private lenders. Many officials feel, however, that SBA never wanted to get into the theatre loan business, and agreed to make theatre loans in the fall of 1956 only because of the pressure from the Senate Small Business Committee and other Capitol Hill sources.

Extension to Be Considered

The Small Business Administration Act comes up for extension again this session, and possibly theatre officials will urge Congress to make changes to help them. The Theatre Owners of America last year asked Congress to make various changes to liberalize SBA lending policies, but Congress decided to extend the act as it was, and put off any basic revision until this year.

Contacted in New York, Phil Harling, TOA legal aide, said the organization is still "very optimistic" about "the good benefits" which can come from SBA theatre loans.

Harling said that he knew of at least seven applications by exhibitors that had been submitted to and approved by the SBA. TOA is now seeking certain revisions in the SBA requirements with reference to theatre loans.

The so-called "turn-down" clause, that is, that a theatre must first have been refused aid from a public lending institution, should be abolished, according to TOA.

Wants 'Total Assets' Disregarded

TOA also feels that "each theatre should stand on its own" when it applies for an SBA loan. By this is meant that an exhibitor, whether he owns one or ten theatres, should be enabled to apply for a loan for a specific theatre as long as it meets the requirements of the administration, regardless of how much his total assets may be.

. . . FEATURE REVIEWS .

Going Steady

Columbia

Exhibitors who have been demanding more family-type pictures should be satisfied with this latest addition to the current cycle of teenage romance stories. While there is nothing startling or different about Clover Productions' "Going Steady," there is enough cause for audience identification therein for the film to achieve reasonable success with teenagers and others who relish the depiction of youthful exuberance, misguided as it often may be.

Molly Bee and Alan Reed, Jr., are a pair of high-school sweethearts who are secretly married following an out-of-town basketball game. Agreeing not to reveal their marriage until after they graduate a few months hence, they return to their normal home routine until it develops that Molly is pregnant.

Molly finally tells her mother, Irene Hervey, who accepts the situation philosophically. But her father, Bill Goodwin, raises the roof and summons young Reed's parents to a noisy showdown. It is decided that the newly-weds will move in with Molly's parents, which is a considerable trial for all concerned, especially Goodwin. These differences are finally resolved at the high-school graduation, and all ends happily.

Miss Bee, who is primarily a recording artist (she sings "Going Steady With a Dream" behind the credits), should improve with further acting experience. Nevertheless, her presence in the cast will be the main attraction to teenagers. Fred F. Sears directed the rather slow-paced production from a Budd Grossman screenplay. Sam Katzman was the producer.

Running time, 79 minutes. General classification. Release, in February.

WARREN G. HARRIS

Fort Bowie

Bel-Air—UA

HOLLYWOOD, Feb. 16

In the long history of screen warfare between the U.S. Cavalry and the American Indian there have been some mighty realistic enactments of armed conflict between troop and tribe, soldier and brave, conqueror and conquered. But it's hard to recall any fighting, in comparable numbers, more convincing than the three principal engagements directed with unfailing effect by Howard W. Koch in this Bel-Air production.

The picture opens with a massacre of Indians by the Cavalry, follows with a massacre of Cavalrymen by Indians in mid-picture, and closes with an Indian attack on Fort Bowie that develops into a three-sided affair when a Cavalry detail rides in from the field to attack the attackers from the rear. The picture is well supplied with action, and with a personal story about two soldiers and two women to hold interest between battles. It was produced by Aubrey Schenck from a script by Maurice Tombragel, and lacks only the billing strength that a couple of marquee names would have provided. Heading the cast are Ben Johnson and Kent Taylor.

Running time, 80 minutes. General classification. Release, in February.

W. R. W.

Cattle Empire

20th-Fox—CinemaScope

HOLLYWOOD, Feb. 16

Joel McCrea's name on the marquee is the most reliable source of energy exhibitors will have to work with in drawing attention to this outdoor drama. Dressed as it is in CinemaScope, and beautifully photographed in DeLuxe color, with a title suggesting epic proportions, the film will manage to hold its own against westerns of similar vintage with less action than one might expect.

Charles Marquis Warren, whose recent activity has kept him busier in television with the highly successful "Gunsmoke" than in pictures, handled the directorial reins for producer Robert Stabler. The Endre Boehm-Eric Norden screenplay, based on a story by Daniel B. Ullman, makes an effort at holding interest in the reason McCrea has incurred the wrath of the people in a small town, many of whom have suffered physical violence, including the blinding of Don Haggerty, when he allegedly let his cowboys run wild on a drunken spree following a cattle drive.

Haggerty, married to Phyllis Coates, who had been engaged to McCrea before he went to prison to serve five years, offers McCrea a job as trail boss of a herd he wants to sell to the Union Army before Richard Shannon, a rival cattleman, can reach the Army with his herd. McCrea, believing he can get revenge on Haggerty for marrying his girl by secretly agreeing to guide Shannon's herd also, accepts Haggerty's offer, giving Shannon a three-day start on the cattle drive.

McCrea tells Shannon to avoid a river that he knows has dried up, but Shannon disregards this and his herd dies. When he and the men learn that Haggerty and Shannon committed the crime for which he served five years in prison, McCrea makes a final attempt at heroics, leading Haggerty's men in a gun fight with Shannon's men. Shannon is captured, and McCrea, reinstated in the good graces of the community, leaves to establish a ranch for himself elsewhere, promising to return after he has succeeded.

Running time, 82 minutes. General classification. Release, in February.

SAMUEL D. BERNS

Lost Lagoon

United Artists

While the title "Lost Lago suggest a South Sea Island a drama, the John Rawlins p actually deals with a mic man's attempt to break f financial and domestic troul frey Lynn, once one of the bright young juveniles, is t tachioed and balding pr and his name will be the filn selling-point.

Lynn plays a tired busin married to an extravagant with two children. When he to meet the high insurance which his wife has forced hin contacts his brother-in-law fo The two men are out fishin Florida coast when a storm c and forces them to abandon brother-in-law reaches the safely, but it is assumed th has been drowned.

Instead, however, Lynn is up on a small Caribbean islar he is found by young and Elizabeth Moore, who liv alone along with a few serv gaining his strength, Lynn r the mainland, but decides to to the island when he secret that his wife is more interest insurance policy than in hi Back on the island, he and establish a hotel which they c Lagoon." Not only is the v success, but the pair also fall which is a happy arrangem Miss Moore's former beau and makes Lynn decide to responsibilities and to try a a new life with his wife.

Milton Subotsky's screenpl nothing new to the June and ber romantic theme. Rawlins rected.

Running time, 79 minutes. classification. Release, in Febr

Interim Truck Rai

DETROIT, Feb. 16.—The gan Public Service Commis granted an increase in film rates to Film Truck Service, 7½ per cent. This is one-l amount originally requested, an interim increase. The M presently examining the s and rates for the future ar determined at a hearing to April 29.

Nash Heads Circuit

PITTSBURGH, Feb. 16 – Nash, Sr., has been elected p of the Tri-State Drive-In T Ernest Warren is secretary, a briel G. Ruben, treasurer. El the board of directors were Castelli, Ted Grance, George and George Stern.

EVIEWS

rue Story of Stuart

a

kdown on California dope the subject of this fast-mov- Foy production, which pre- nde and attractive Betsy Pal- n outraged housewife who s to do undercover work for otics division of her local partment.

on a series of newspaper by Pat Michaels, John H. 's screenplay serves its pur- he basis of a routine expose though it strains the bounds ility on a number of occa- orking under the name of art, a woman with a Fed- n record, Miss Palmer almost adedly brings about the de- one of the nation's biggest deadly dope rings.

ng parallel to the story of art's undercover maneuver- nother based on her family's Her husband, Kim Spauld- tantly agrees to her secret t begins to raise serious ob- when he finds that in her his wife will also have to ew husband. Their little son mares and towards the final elops a serious illness which complicates plot develop- ewis Seiler directed.

time, 78 minutes. General ion. Release, in March.

W. G. H.

bell's Kingdom

m Dist. of America

s a straightaway adventure le the more entertaining by , the ruggedly magnificent Rockies in the Northwest. by Betty E. Box in Eng- latest of the Rank Organiza- to be offered by the Ameri- company, although it falls nto the pattern of rugged dventure fare which is a f the American producers, g the Rank unit head and into the United States mar- the type of film which has a good share of success over with the American film- he average American film

sferring the original Harold el into terms of the screen, ridge, in his screenplay, has osely to the line of active ous outdoor drama, a basic ich has been carefully fol- well by Ralph Thomas in his With the use of Eastman nake the most of the scenic of the picture's back- he film offers good quality

rs are not particularly well this country, but exhibition cannot overlook the fact that the star, Dirk Bogarde, is currently just about the most exciting player in England. With him the Stanley Baker, Michael Craig, Barbara Murray, James Robertson Justice and Athene Seyler.

Bogarde, coming to a Canadian Rocky Mountain town from Scotland, finds the inheritance of his late grandfather, a beautiful valley high in the mountains which the old man always felt held oil, threatened by plans for a great dam and an artificial lake, which would flood the valley. Baker is the dam contractor who insists that the old man's death leaves him free to flood the valley. The town is hostile to Bogarde because many of them had put money into Campbell's oil scheme, and a partner had absconded with the firm's funds. Bogarde throws himself into the battle with Morgan and is aided by Justice. They win, but only after rock slides, fire, dynamiting of a bridge and the collapse of the huge dam because of faulty material.

Running time, 102 minutes. General classification. Release, in March.

CHARLES S. AARONSON

N. Y. Pay Hike

(*Continued from page* 1)

Department announced at the weekend. A second hearing will be held in New York City the following day.

The wage increase is proposed in a report submitted to the Commissioner by a wage board for the amusement industry which spent six months studying conditions in the industry. The nine members of the board, comprising three each from employers and labor in the amusement field, and three from the general public, were unanimous in endorsing the report. Emanuel Frisch, chairman of the board of the Metropolitan Motion Picture Theatres Association, Inc., was one of the wage board members.

Because the board recognized that "the industry is a complex one, with diverse wage patterns within a segment and among the several segments, and with groups of workers performing unique services under varying types of remuneration," the report also included variations from the basic hourly rate.

Variations Itemized

Included among these variations are: a three-step increase of the hourly minimum for cashiers, cleaners, porters and matrons in motion picture theatres from the present 75 cents to $1.00 by March 1, 1960; a similarly-paced increase of the hourly minimum for ticket takers and doormen in motion pictures from the current 70 cents level to $1.00 by March 1, 1960; and a two-step rise in the hourly minimum for ushers, ramp and check room attendants, children's matrons, other unclassified service staff workers and messengers in motion picture theatres from the present 55 to 75 cents by Sept. 1, 1959.

Differentials in rates, based on size of communities, which are part of the current order, are eliminated in the recommended revisions.

Television Today

FCC Okays UHF Band For Malco Theatres

Special to THE DAILY

MEMPHIS, Feb. 16—The Federal Communications Commission has announced that television UHF channel 48 in Memphis has been granted to Malco Theatres, Inc.

M. A. Lightman, Jr., of Malco, said just what they will do is still in a planning stage.

FCC Ruling Recalled

Granting of this license raises some interesting speculation. The FCC had previously announced that it would grant some experimental pay-TV applications in cities with at least four commercial channels operating. This would make the fourth such channel in Memphis.

Committee Fights Santa Ana Pay-TV

From THE DAILY Bureau

HOLLYWOOD, Feb. 16—The Los Angeles Citizens Committee Against Pay-Television is campaigning against the granting of franchises for cabled television in surrounding communities. Julius Tuchler, chairman of the Committee, said today: "We are now opposing Skiatron in Santa Ana, where their hearing comes up Monday, and urging Santa Ana to go slow in the matter."

He added that the pay-television proponents are undertaking "to infiltrate, under the guise of tests, before Congress has an opportunity to act to protect the present free television system. We will fight the promoters."

Stoner Resigns

(*Continued from page* 1)

Indianapolis, Milwaukee and Minneapolis.

Stoner has headed the Paramount central division, with headquarters in Chicago, since June, 1954. Previously he served 20th Century-Fox in a number of sales executive capacities, including Pacific Coast district manager and assistant western division manager. He started his motion picture industry career in 1920 as founder of National Features Syndicate in Buffalo. Stoner indicated he soon would announce his plans for the future.

200 Book 'Escadrille'

Warner Bros.' "Lafayette Escadrille," will open at more than 200 key theatres throughout North and South Carolina on Friday, February 28, the day following film's world premiere at the Turnage Theatre, Washington, N. C.

New Loew's Drive-In

Morton A. Spring, president of Loew's International Corp., has announced that the new Metro Gateshead Drive-In at Newcastle, Australia, will be opened on February 20 with "Les Girls" as the first attraction.

C. H. Arrington, 67

ROCKY MOUNT, N. C., Feb. 16.—Charles Hammond Arrington, 67, pioneer theatre owner of this section and former president of the North Carolina and South Carolina Theatre Owners Association, died Feb. 9.

'Cowboy' Dates Set

Columbia Pictures will open Phoenix Productions' "Cowboy" in 14 key cities this month, in addition to a saturation of the Oklahoma City territory.

Warners Forms

(*Continued from page* 1)

Kalmenson, executive vice-president. The new subsidiary will begin its activities with the recording and distribution of phonograph records.

James B. Conkling, a former president of Columbia Records, has been named president of the subsidiary, which will develop, in addition to a phonograph record business, a variety of products in the field of sound electronics. Conkling will make his headquarters at the Warner studios here and will establish another office for the subsidiary at the Warner Bros. executive offices in New York.

Other of Warner's diversified activities include: Warner Bros. TV, television film producers; Music Publishers Holding Corp.; and WBTV Commercial and Industrial Films.

Wayne on Long Tour

John Wayne will make the most intensive personal appearance tour of the Far East ever undertaken in behalf of a United Artists release when he goes this month from Tokyo to Hong Kong, Bangkok, Jakarta, Singapore and Manila in connection with territorial premieres of "Legend of the Lost."

Brenon-Morgan in L. A.

LOS ANGELES, Feb. 16—Brenon and Morgan, New York public relations firm, has announced the opening of Los Angeles offices at 6262 Sunset Boulevard, in charge of Helen Morgan.



PEOPLE

Spyros S. Skouras, president of Skouras Theatres, will serve as chairman of the Amusements division in the campaign for the 1958 Heart Fund.

□

Russell V. Downing, president of Radio City Music Hall, and **Rube Jackter**, general sales manager of Columbia Pictures, have accepted posts as chairmen of the motion picture industry section for the annual fund campaign of the Greater New York Councils of the Boy Scouts of America.

□

Kenneth L. Maidment, for the past four years a production executive with Columbia British Productions, Ltd., has been appointed to the newly-created position of general manager of Columbia Pictures Corp., Ltd.

□

Hy Chapman, Minneapolis branch manager of Columbia Pictures, has retired after 26 years with the company.

W.G.A. Strike Action

(*Continued from page* 1)

6. The principal objective of this cancellation action is to compel the studios to establish writer-participation rights in any films that may be made for, or exhibited through, pay-television.

A well-known writer who took part in the vote told MOTION PICTURE DAILY the writers have met with the majors five times in the past four months on this matter without making progress.

Secondly, the writers authorized the board to give a 60-day strike notice to certain unnamed independents releasing through United Artists who have released post-1948 product to television without negotiating Guild participation.

Republic Walkout at Once

Thirdly, the writers approved immediate strike against Republic Pictures, for selling its product to television without making a Guild settlement. This strike will take effect March 22.

The writers' action is the most sweeping taken by any talent guild since the releasing of theatrical product to television began.

Lasky Will Filed

HOLLYWOOD, Feb. 16. — In a will filed for probate at the weekend Jesse L. Lasky, who died Jan. 13, bequeathed his home, personal effects and a $25,000 life insurance policy to his widow, also bequeathed $2,000 to his long-time secretary, Randolph Rogers, with the remainder to be divided among two sons and a daughter. The estate amount was not disclosed.

Ticket-Selling, Concessions

(*Continued from page* 1)

tors and executive committee meeting of TOA to be held at the same hotel Monday and Tuesday, March 24 and 25.

Blumenfeld and Cooper said that drive-in leaders from all parts of the country will be members of the individual forum panels so that a nation-wide exchange of operating ideas may be obtained at the discussions. They added that the schedule of the conventionette will be announced in detail in about a week.

First Such TOA Conclave

The Drive-In Conventionette, first of its kind for TOA, was authorized by the board of directors at TOA's 10th anniversary convention in Miami last November.

The co-chairmen pointed out that arrangements are being finalized to include two televised events in the program.

These events are the closed-circuit telecast of the Robinson-Basilio fight on Tuesday night, March 25, and the nation-wide telecast of the Academy Award presentations, on Wednesday night, March 26.

Aided by Four

Assisting Blumenfeld and Cooper, on the conventionette committee are: Albert Forman, Portland, Ore., vice-president of TOA and president of the Oregon Theatres Association; J. J. Rosenfield, Spokane, assistant to the TOA president; Robert Selig, Denver, TOA executive committee member; and Nathan Greer, Santa Fe, assistant to the TOA president.

Harrisburg Also Bans 'God Created Woman'

Special to THE DAILY

PHILADELPHIA, Feb. 16.—City authorities in Harrisburg, Pa., have ordered "And God Created Woman" withdrawn from public showings following a special screening at their request. In Lancaster, however, a jury of observers found nothing to warrant a ban on the film and it has opened at the Fulton Theatre there.

Meanwhile, locally, where the picture was withdrawn from two theatres when prints were seized by district attorney Victor H. Blanc, the Brigitte Bardot film is again being shown as the result of an appeal filed with the higher court of Pennsylvania by Kingsley International Film Corp., the distributor.

550,000 Proxies Cast In Favor of CPC

The final tally of proxies cast at the stormy Cinerama Productions Corp. annual stockholders meeting here last Tuesday was released at the weekend. Of the 810,000 proxies voted, 550,000 favored Cinerama Productions' present management with 260,000 supporting dissident board member Perry N. Selheimer.

With his defeat, Selheimer has lost his bid for re-election to the board, a company spokesman said. The CPC board is now preparing a list of nominees following the defeat of Selheimer and 10 other nominees who had his backing.

Brotherhood Meet Set

HOLLYWOOD, Feb. 16 — Sherrill Corwin, area exhibitor chairman; Morris Sudwin, area distributor chairman, and all co-chairmen called a special Brotherhood Week meeting for Wednesday at the Boulevard Theatre, with all exhibition and distribution heads urged to bring their entire staffs to the meeting.

Schine Circuit Launches Drive for New Managers

Special to THE DAILY

GLOVERSVILLE, N. Y., Feb. 16. —The Schine Circuit here, which operates some 100 theatres throughout New York, Ohio, Kentucky, Maryland and Delaware, has initiated an intensive drive to seek out new managerial manpower.

Schine is placing ads in industry trade papers addressed to film publicity and exploitation field men. The ads ask prospective candidates "are you fed up being kicked around?" and point out that there are good opportunities in theatre management for those who "are willing to work and get recognition for their efforts."

Applications for managerial positions will be handled by C. W. Horwitz, Schine personnel director. The circuit describes "showmanship" as "a prime requisite for success."

Upturn in Grosses

(*Continued from page* 1)

audience that "major lots are striving as never before for quality product and this pattern will eventually reflect itself in greatly improved grosses."

Pointing to renewed activity at M-G-M and indication of expanded plans at other studios, Byrne reminded the showmen that Hollywood's "unsurpassed creative ability is one of the U.S. film industry's brightest hopes."

GPEC Sales

(*Continued from page* 1)

quirements on the preferred and preference stocks, the 1957 earnings were equivalent to $3.03 per share on the 1,125,810 shares of common stock outstanding at the end of the year. The 1956 earnings were equivalent to $1.64 per share. The backlog of orders as of Dec. 31, 1957, was approximately $160,000,000 as compared with $167,000,000 for the same time the previous year.

'Oscar' Sl

(*Continued from page*

blance of agreement since 19 into the record books, sou formed quarters see in cert changes of procedure effec year strong promise that will occur all along the line.

Voting Limited

The most far-reaching ma cal change effected this year the narrowing down of nom voting to the Academy's own ship, instead of inviting mem the talent guilds to partic major categories. The imme sult of this narrowing has increase in Academy me from approximately 1,800 t which is its all-time high. Tal memberships, which forme ticipated in the major nom aggregated about 17,000. Sta figure this vast change in t erical basis of balloting, w duces the nominations, is cert reflected in the outcome, none venture to forecast t nature of its effect.

Color No Longer Separ

The next change in impor concerns predictability, is t ination of the distinction color films and black-and-w several categories. Long reg doubling the burden on vo creating confusion, this di was abolished in this year's The effect is to clarify the vo eration for the voter and color entirely as a considerat

Eleven categories are to be by tomorrow's announcemen nological and special awards subject to nominations proced will be disclosed later.

Documentary, For 'Oscar' Groups Lis

From THE DAILY Burea

HOLLYWOOD, Feb. 16. Academy of Motion Picture Sciences' documentary nom committee has selected the f feature documentaries to be by the Academy membership ing screenings on Feb. 19:

"Torero," Producciones Bar Ponce; "On the Bowery," Lio gosin Productions; and Schweitzer," Hill & Anderson tions.

Additionally, the Acade nounced the following nom for the foreign-language film which will be voted by mem after screenings have bee ducted:

"The Devil Came at Night," Film, Germany; "Gates of Filmsonor S. A. Production, "Mother India," Mehboob tions, India; "Nights of Cabiri de Laurentiis, Italy; "Nine Nordsjofilm, Norway.

Representatives of each c will visit Hollywood as A guests for the awards event.

All News that Fits

MOTION PICTURE DAILY

Concise and to the Point

NO. 33 NEW YORK, U.S.A., TUESDAY, FEBRUARY 18, 1958 TEN CENTS

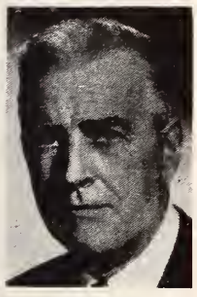
elease 67

Increases Production al to 42

s to Include 16 Regal; Nine Others

THE DAILY Bureau

WOOD, Feb. 17 — Twen-ury-Fox will raise its own ction schedule from 35 to vhich from ident it unced uddy utive oduc-



Buddy Adler

o m-asing be by Films nine her luding 20th Century-Fox's ntinued on page 5)

embers to Hear , Honor Murphy

THE DAILY Bureau

WOOD, Feb. 17. — The mbership meeting of the tors Guild on Thursday ear a report from Ronald his appearance before the ys and Means Committee Hollywood's problem with present taxation, and to dures on the basis of his

anization also will present appreciation to past pres-ge Murphy for his long and service.

evision oday Page 5

67% of the Nations Theatres Aiding Brotherhood Drive

Increased participation of neighborhood theatres in the industry's Brotherhood Week Drive has brought the number of situations taking part in this year's campaign to a post-World War II record, Alex Harrison, 20th-Century-Fox general sales manager and industry national chairman, announced here yesterday.

A report compiled for Harrison from area chairmen showed that 67.56 per cent of the nation's theatres are participating in the campaign. Helping to reach this figure were two major factors, the report revealed: participation by theatres in the "grass (*Continued on page 2*)

Rock Island, Ill. Lifts City Admissions Tax

Special to THE DAILY

ROCK ISLAND, Ill., Feb. 17.—The local City Council has voted unanimously to rescind the city's two per cent municipal tax on admissions, effective April 1. The ruling affects motion picture theatres as well as other entertainments, such as sports events.

L. M. McKechneay, of Tri-States (*Continued on page 6*)

Johnston To Testify On Reciprocal Trade

Special to THE DAILY

WASHINGTON, Feb. 17 — Motion Picture Association President Eric Johnston is scheduled to testify before the House Ways and Means Committee in support of the administration's bill to extend the Reciprocal Trade Agreements Act.

Johnston is tentatively scheduled to (*Continued on page 6*)

Cinema-Victory Lodge To Meet Next Monday

The first open meeting of the newly-consolidated New York Cinema-Victory Lodge of B'nai B'rith and the election of officers for the coming year will take place at the Hotel Sheraton-Astor next Monday night, it was announced yesterday by Robert K. Shapiro, president of Cinema Lodge.

Morton Gould, composer-director, will be a guest speaker at the meeting of the combined memberships of Cinema Lodge and Victory Lodge and dis- (*Continued on page 2*)

Victors on Air Mar. 26

Academy Sets Its 30th Slate For 'Oscars'

'Sayonara' Leads Films With 10 Nominations

Special to THE DAILY

HOLLYWOOD, Feb. 17—Nominations for the 30th annual awards of the Academy of Motion Picture Arts and Sciences were announced here today by George Seaton, Academy president.

There are five nominations of candidates in each of the categories, with the exception of the special effects, which this year has two.

A study of the list of nominations reveals that "Sayonara," with 10 nominations, leads the list, closely followed by "Peyton Place, with nine, and "The Bridge on the River Kwai," with eight.

Winners will be selected by secret ballot within the next few weeks by members of the Academy. On March (*Continued on page 3*)

Rhoden, Jr., Unworried By Pay-TV; Cites Flops

By WILLIAM R. WEAVER

HOLLYWOOD, Feb. 17. — Elmer Rhoden, Jr., president of Commonwealth Amusement Corp., theatre circuit in the Middle West, and Imperial Productions, which today started shooting "Daddy-O," starring Dick Contino, today told the press he is not apprehensive about pay-television because it already has flopped in four different localities.

Basing his answers to questions on (*Continued on page 6*)

Says Toll-TV Threatens More Federal Control

Special to THE DAILY

SAN FRANCISCO, Feb. 17.—Toll television was described as a "definite threat" to the American TV industry which could create "increased government control" over the latter, Donald H. McGannon, president of the (*Continued on page 5*)

Skiatron Threatens Anti-Trust Action Against Toll-TV Opponents

By WARREN G. HARRIS

(Picture on Page 5)

Charging that "the 'Big Lie' tactics of Hitler and Soviet Russia" have been used in "all-out" campaigns against toll-TV, James M. Landis, special counsel to Skiatron Electronics and Television Corporation, yesterday filed a formal complaint with the Federal Communication Commission. He said that SETC would even go so far as to initiate anti-trust actions against radio and TV networks and exhibitor groups which were waging "a grass roots movement to prevent fair and public trial of subscription TV."

The complaint to the FCC, the details of which were explained to the press at the Waldorf Astoria here yesterday concurrent with its filing in Washington, is based on SETC's belief that the "'Big Lie' tactics being employed by the major networks in regard to toll-TV" are "patent viola- (*Continued on page 5*)

Salant Defends CBS Coverage of Pay-TV

Richard S. Salant, vice-president of the Columbia Broadcasting System, yesterday issued a statement taking issue with the charge that the CBS TV network has "misused the air waves in presenting the issues centering about proposals for pay-TV."

Salant, in his statement, said, in part:

"The record shows clearly that the (*Continued on page 5*)

PERSONAL MENTION

FRANK H. RICKETSON, Jr., vice-president of National Theatres, will arrive in New York tomorrow from the Coast.

•

BERNARD M. KAMBER, national director of advertising-publicity for Hecht, Hill and Lancaster, has arrived in New York from Hollywood.

•

SIDNEY DENEAU, Paramount Western sales manager, returned to New York yesterday from Chicago.

•

CEDRIC YOUNG, publicity director for J. Arthur Rank Organization, arrived here yesterday from London via B.O.A.C.

•

CHARLES L. CASANAVE, president of Fred Astaire Dance Studios, was in Norfolk, Va., late last week from New York.

Key City Engagements Set for 'South Pacific'

Bookings have been scheduled in a dozen key cities for "South Pacific," the Todd-AO picturization of the Rodgers and Hammerstein musical.

In addition to the March 19 world premiere at the Criterion Theatre here, the attraction, released by Magna and produced at 20th Century-Fox, will open at the following theatres; Sheridan, Miami Beach, March 24; McVickers, Chicago, March 26; Uptown, Washington, Apr. 1; New, Baltimore, Apr. 1; Loew's Ohio, Cleveland, Apr. 2; Winwood, Dallas, Apr. 2; United Artists, Detroit, Apr. 7; Saxon, Boston, Apr. 8; Midtown, Philadelphia, Apr. 9; Nixon, Pittsburgh, Apr. 10; Pageant, St. Louis, Apr. 16.

Ohio Theatre Books '80' On Continuous Run Plan

Special to THE DAILY

CLEVELAND, Feb. 17.—Michael Todd's "Around the World in 80 Days" has been booked into the State Theatre, Cuyahoga Falls, for its first-run engagement in the Akron territory. Exact date of the engagement at the top showcase of the Washington Circuit will be announced later.

The State will show the picture on a continuous run policy with the feature starting at 2:30 P.M., 6:00 P.M. and 9:00 A.M. The price scale will be 90 cents until 4 P.M. and $1.50 thereafter.

Cinema Lodge

(*Continued from page 1*)

cuss the role of "The George Gershwin Memorial Foundation" previously sponsored by Victory Lodge and now becoming a project of the combined Lodge, in the field of music. The George McClain Chorale of 20 voices will provide musical entertainment at the meeting which is open to members of both lodges and their wives and guests.

Nomination of new officers to serve for 1958-59 will take place this week with actual election to take place at the meeting. Vote on the merger and consolidation of Cinema Lodge into the entertainment industry in New York and Victory Lodge into the field of music and the coin-operated machines took place several weeks ago to make the combined Lodge the largest of the more than 200 B'nai B'rith lodges and chapters in the Greater New York area.

William Berke Dies; Was Producer-Director

From THE DAILY Bureau

HOLLYWOOD, Feb. 17 — Funeral services were held here yesterday for producer-director William Berke, 54, who died unexpectedly Saturday of a heart attack.

Berke began his industry career early serving as office boy, then cameraman and finally writer for Century Comedies. Later he produced westerns for Republic and then Columbia. He joined Paramount as a director in 1943 and in 1945 went to RKO Radio as producer-director. In 1950 he became a producer for Lipert Productions.

Reopen in Middletown

HARTFORD, Feb. 17.—The long-shuttered Capitol Theatre, Middletown, Conn., has been reopened on a double-feature policy by the newly-formed Saraceno Capitol Theatre Corp., which is headed by Connecticut real estate man Nicholas A. Saraceno.

'Witness' Sets Record

Arthur Hornblow's "Witness For The Prosecution" registered the biggest opening-day business in the history of the Ontario Theatre in Washington, D.C. with a gross of $3,815, United Artists announced yesterday.

First Runs to B&K Unit

CHICAGO, Feb. 17 — Balaban & Katz is changing the policy of the Roosevelt Theatre to handle first-run pictures. The new policy will be inaugurated with 20th Century-Fox's "The Young Lions."

Kingsley Files Suit in Providence on Films

Special to THE DAILY

PROVIDENCE, Feb. 17 — Attorneys for Kingsley International Pictures Corp. have filed a complaint in Federal District Court here seeking to restrain police and public officials from interfering with the showing at the Avon Cinema and Castle of "And God Created Woman" and "Lady Chatterly's Lover."

The complaint states that the city amusement inspector told the Thayer Amusement Corp. and Castle Enterprises, Inc., operators, respectively of the Avon and Castle, last October that he disapproved of "Woman" and that no license would be issued. "Lady Chatterly's Lover" was similarly denied a license last May. The defendants are charged with depriving Kingsley of "valuable property rights without due process of law, in violation of the 14th Amendment."

Disc Jockey Contest For 'Long Hot Summer'

A nationwide disc jockey contest has been added to other promotional activity in behalf of Jimmy Rodgers' record, "The Long Hot Summer," coincidentally with the release of the 20th Century-Fox film of that name.

The contest will be run in conjunction with playdates in key cities. After the record has been played by the "dee-jay," listeners will be asked to submit entries to a "Why I Want to See 'The Long Hot Summer'" contest. Twenty-five winners in each city will be guests of the disc jockey at special screenings of the film.

A special music trailer featuring the recording has been prepared.

Rep. Closing Buffalo Exchange on March 1

Special to THE DAILY

BUFFALO, Feb. 17. — The local exchange of Republic Pictures will close March 1 and the physical distribution of Republic product will be handled by Waldman Films, Inc. It is understood that Leon Herman, manager for many years of the local Republic exchange, will join Waldman to take care of the new Republic division.

Fonda Receives Award

Willy Brandt, mayor of Berlin, Germany, yesterday presented the "Golden Bear of the City of Berlin" to actor-producer Henry Fonda for creation of the motion picture "12 Angry Men." The Golden Bear represents the Grand Prix of the 1957 Berlin Film Festival. Presentation was made at Goethe House, New York's new American-German cultural center. The picture is a United Artists' release.

Brotherh

(*Continued from page*

roots" areas reached an all t
and the number of theatr
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tres. The southern theatres
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Credit for the drive's su
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been negotiated by theatres
TV and 528 radio outlets.

Jim Thomas, advertising
of the Rowley United Theat
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tions, but have extended
operative campaigns to inc
partment stores. These stor
lotting space in daily newsp
play ads.

Essay Contests Being I

Many managers have Br
newspaper essay contests in
with prize distribution to be
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To encourage newspaper
area exhibitor chairman
Kurtzman covering Mass
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ducting a contest for the sel
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stage.

Many circuits are also c
intra-chain theatre manag
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NEW YORK THEA

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NEW YORK 630 Ninth Avenue
FILMA

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, New Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1 Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Preside J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Alman Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $1 Single copies, 10c.

PEOPLE

nell Wolfson, co-owner of co Theatres, Miami, has been chairman of the board of the Beach Federal Savings and ssociation.

□

am Zeilor, formerly general r of the Penn & Harris group ed Artists Theatres in Pitts- has been named general man- the Century Theatre, Buffalo, ing the late **Robert T. Murphy.**

□

ne Ling, associated with d Theatres, Milwaukee, for the years, has been named man- the circuit's Riverside Thea- e. He succeeds Erv Clumb, us purchased two theatres in).

□

ames Hillier, general manager Laboratories; **Raymond W.** director of regional operations, ctor, and **Joseph M. Hertzberg,** r of defense marketing, De- lectronic Products, have been vice-presidents of RCA.

□

Yassenoff, owner of Academy s, Columbus, O., has been by the honors committee of Israel to receive an award klin County's outstanding ex- of human brotherhood.

□

ge Roscoe, field representative eatre Owners of America, will the joint meeting in Kansas early March of the Kansas- i Theatre Owners Association Mid-Central Allied Indepen- neatre Owners.

□

Fieldsteel, district manager Du Mont New York, has been field sales manager for the or- on.

□

ames Dugan, former 20th-Fox manager in Denver and now g to the industry after an ab- f several years, has joined the x organization in Cleveland sales manager. He succeeds eiss, who resigned the first of r to become local Columbia manager.

□

E. Colburn has left his three s at George W. Colburn Lab- Inc., Chicago, to head his m production studio in Wil- Ill., to be known as John Col- ssociates, Inc., with Colburn ident and **Henry Ushijima** as esident.

□

Hickey, Universal Pictures y representative in the Cleve- ea, has been given the special assignment of handling the national campaign on "The Mark of the Hawk." During his absence, **"Bucky" Harris,** who headquarters in Boston, is pinchhitting for Hickey in the territory.

□

Holden Drury, an advertising executive, has been appointed assistant manager of the Trans-Lux Krim Theatre, Detroit.

□

Lawrence W. Dorn has been named assistant to the president and member of the management committee of Walter E. Kline and Associates, Hollywood.

Academy Nominations Listed

(*Continued from page* 1)

26 the final awards will be announced over NBC Radio and the annual Academy Awards telecast, which this year will be sponsored for the first time by the motion picture industry.

Screenings of all the nominated pictures will be held in the Academy's theatre beginning on Sautrday.

Three Slates Previously Told

Candidates in the Short Subjects, Documentaries and Foreign Films categories have been announced previously.

The nominations today were as follows:

Best Picture: "The Bridge on the River Kwai," Horizon Productions, Columbia; "Peyton Place," Jerry Wald, 20th Century-Fox; "Sayonara," William Goetz Productions, Warner Bros.; "12 Angry Men," Orion-Nova Productions, United Artists; "Witness for the Prosecution," Edward Small-Arthur Hornblow, United Artists.

•

Best Actor: Marlon Brando, "Sayonara"; Anthony Franciosa, "Hatful of Rain," 20th Century-Fox; Alec Guinness, "The Bridge on the River Kwai," Charles Laughton, "Witness for the Prosecution," Anthony Quinn, "Wild Is the Wind," Hal Wallis, Paramount.

•

Best Supporting Actor: Red Buttons, "Sayonara," Vittorio DeSica, "A Farewell to Arms," Selznick, 20th Century-Fox; Sessue Hayakawa, "The Bridge on the River Kwai," Arthur Kennedy, "Peyton Place," Russ Tamblyn, "Peyton Place."

•

Best Actress: Deborah Kerr, "Heaven Knows, Mr. Allison," 20th Century-Fox; Anna Magnani, "Wild Is the Wind," Elizabeth Taylor, "Raintree County," MGM; Lana Turner, "Peyton Place," Joanne Woodward, "3 Faces of Eve," 20th Century-Fox.

•

Best Supporting Actress: Carolyn Jones, "Bachelor Party," Hecht-Hill-Lancaster, United Artists; Elsa Lanchester, "Witness for the Prosecution," Hope Lange, "Peyton Place," Miyoshi Umeki, "Sayonara," Diane Varsi, "Peyton Place."

•

Best Director: David Lean, "The Bridge on the River Kwai," Mark Robson, "Peyton Place," Joshua Logan, "Sayonara," Sidney Lumet, "12 Angry Men," Billy Wilder, "Witness for the Prosecution."

•

Best Musical Score of a Comedy or Drama: Hugo Friedhofer, "An Affair to Remember," Jerry Wald production, 20th Century-Fox; Friedhofer, "Boy on a Dolphin," 20th Century-Fox; Malcolm Arnold, "The Bridge on the River Kwai," Paul Smith, "Perri," Walt Disney, Buena Vista; Johnny Green, "Raintree County."

•

Best Song—First Used in an Eligible Picture: "An Affair to Remember," from the film of the same name, Harry Warren (music), Harold Adamson and Leo McCarey (lyrics); "All the Way," from "The Joker Is Wild," Paramount, James Van Husen (music), Sammy Cahn (lyrics); "April Love" from the 20th Century-Fox picture of the same name, Sammy Fain (music), Paul Francis Webster (lyrics); "Tammy," from "Tammy and the Bachelor," Universal-International, Ray Evans and Jay Livingston (music and lyrics); "Wild Is the Wind," from the film of the same name, Dimitri Tiomkin (music), Ned Washington (lyrics).

•

Film Editing: Peter Taylor, "The Bridge on the River Kwai," Warren Low, "Gunfight at the OK Corral," Hal Wallis, Paramount; Viola Lawrence and Jerome Thoms, "Pal Joey," Essex-Sidney, Columbia; Arthur P. Schmidt and Philip W. Anderson, "Sayonara"; Daniel Mandell, "Witness for the Prosecution."

•

Cinematography: Milton Krasner, "An Affair to Remember"; Jack Hildward, "The Bridge on the River Kwai"; Ray June, "Funny Face," Paramount; William Mellor, "Peyton Place"; Ellsworth Fredericks, "Sayonara."

•

Sound Recording: George Dutton, "Gunfight at the OK Corral"; Dr. Wesley C. Miller, "Les Girls," Sol C. Siegel production, MGM; John P. Livadary, "Pal Joey"; William H. Mueller, "Sayonara"; Gordon Sawyer, "Witness for the Prosecution."

•

Costume Design: Charles Lemaire, "An Affair to Remember"; Edith Head and Hubert De Givinchy, "Funny Face"; Orry Kelly, "Les Girls"; Jean Louis, "Pal Joey"; Walter Plunkett, "Raintree County."

•

Best Art Direction and Set Direction: "Funny Face"—Hal Pereria and George W. Davis (art), Sam Comer and Ray Moyer (sets); "Les Girls"—William A. Horning and Gene Allen (art), Edwin B. Willis and Richard Pefferle (sets); "Pal Joey"—Walter Holscher (art), William Kiernan and Louis Diage (sets); "Raintree County"—William A. Horning and Urie McCleary (art), Edwin B. Willis and Hugh Hunt (sets); "Sayonara"—Ted Haworth (art), Robert Priestly (sets).

•

Best Story and Screen Play Written Directly for the Screen: George Wells, "Designing Woman," MGM; Leonard Gershe, "Funny Face"; Ralph Wheelwright (story), R. Wright Campbell, Ivan Goff and Ben Roberts (screen play), "Man of 1,000 Faces," Universal-International; Barney Slater and Joel Kane (story) Dudley Nichols (screen play), "The Tin Star," Perlberg-Seaton Prod., Paramount; Federico Fellini, Ennio Flajano, and Tullio Pinelli (story) Federico Fellini and Ennio Flajano (screen play) "Vitelloni," Peg Films-Cite Films-AIT-Janus Films.

•

Best Screen Play from Other Media: Pierre Boulle, "The Bridge on the River Kwai"; John Lee Mahin nd John Huston, "Heaven Knows Mr. Allison"; John Michael Hayes, "Peyton Place"; Paul Osborn, "Sayonara"; and Reginald Rose, "12 Angry Men."

•

Best Special Effects: "The Enemy Below," 20th Century-Fox, Walter Rossi; "The Spirit of St. Louis," Leland Hayward-Billy Wilder Prod., Warners, Louis Lichtenfield.



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	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
FEBRUARY	THE MAN FROM GOD'S COUNTRY (CS. color) George Montgomery, Randy Stuart IN THE MONEY Huntz Hall, Stanley Clements THE BEAST OF BUDAPEST Gerald Milton, Greta Thyssen THE BRIDE AND THE BEAST Charlotte Austin, Lance Fuller	BONJOUR TRISTESSE (CS, color) David Niven, Deborah Kerr — 94 min. (Rev. 1/15/58) CRASH LANDING Gary Merrill, Nancy Davis HOW TO MURDER A RICH UNCLE (CS) Charles Coburn, Wendy Hiller — 80 Min. (Rev. 11/7/57) THE WORLD WAS HIS JURY Edmund O'Brien, Mona Freeman — 82 min. (Rev. 1/13/58) GOING STEADY Molly Bee, Alan Reed, Jr.	THE BROTHERS KARAMAZOV (color) Yul Brynner, Maria Schell UNDERWATER WARRIOR (CS) Dan Dailey, Claire Kelly	DESIRE UNDER THE ELMS (VV) Sophia Loren, Anthony Perkins WILD IS THE WIND (VV) Anna Magnani, Anthony Quinn — 110 min. (Rev. 12/11/57)	A FAREWELL TO ARMS (CS, color) Rock Hudson, Jennifer Jones — 159 min. (Rev. 12/19/57) THE GIFT OF LOVE (CS, color) Robert Stack, Lauren Bacall CATTLE EMPIRE (CS, color) Joel McCrea, Phillis Coates PLUNDER ROAD Gene Raymond, Wayne Morris BEAUTIFUL BUT DANGEROUS Gina Lollobrigida, Vittorio Gasman	WITNESS FOR THE PROSECUTION Tyrone Power, Marlene Dietrich — 114 min. (Rev. 11/27/57) FORT BOWIE Phil Carey, Jan Harrison — 80 min. (Rev., 2/17/58) LOST LAGOON Jeffrey Lynn, Peter Donat — 79 min. (Rev. 2/17/58)	THE GIRL MOST LIKELY (RKO) (color) Jane Powell, Keith Andes — 98 min. (Rev. 12/17/57) FLOOD TIDE (CS) George Nader, Cornell Borchers — 81 min. (Rev. 1/24/58) TOUCH OF EVIL Charlton Heston, Janet Leigh	DARBY'S RANGERS (color) James Garner, Etchika Choureau — 121 min. (Rev. 1/17/58) FORT DOBBS Clint Walker, Virginia Mayo—90 min. (Rev. 1/24/58)	JET ATTACK (AIP) John Agar, Audrey Totter SUICIDE BATTALION (AIP) Michael Conners, John Ashley THE STORY OF VICKI (BV) Romy Schneider SMILES OF A SUMMER NIGHT (Rank F. D. A.) Ulla Jacobsson, Eva Dahlbeck THE SECRET PLACE (Rank F. D. A.) Belinda Lee, Ronald Lewis JOY RIDE (Rep.) (N) Gene Evans. Scott Marlowe JUVENILE JUNGLE (Rep.) (N) Corey Allen, Rebecca Welles STRANGE CASE OF DR. MANNING (Rep.) Ron Randall, Greta Gynt Cabot
MARCH	MACABRE Jim Tyla. Polly Baron COLE YOUNGER, GUNFIGHTER (CS, color) Frank Lovejoy, Abby Dalton SEVEN GUNS TO MESA Charles Quinlivan, Lola Albright	COWBOY (color) Glenn Ford, Jack Lemmon — 92 min. (Rev. 2/11/58) THE TRUE STORY OF LYNN STUART Betsy Palmer, Jack Lord BITTER VICTORY (CS) Richard Burton, Ruth Roman CURSE OF THE DEMON Dana Andrews, Peggy Cummins	SADDLE THE WIND (CS, color) Robert Taylor, Julie London THE HIGH COST OF LOVING (CS) Jose Ferrer, Jean Rowlands	COUNTRY BOY MUSIC Ferlin Husky. Rocky Graziano ST. LOUIS BLUES (VV) Nat 'King' Cole, Eartha Kitt	THE LONG HOT SUMMER (CS, color) Paul Newman. Joanne Woodward THE HELL BENT KID (CS, color) Don Murray, Diane Varsi COUNT FIVE AND DIE (CS) Jeffrey Hunter, Nigel Patrick AMBUSH AT CIMARRON PASS Scott Brady, Margia Dean	PATHS OF GLORY Kirk Douglas, Ralph Meeker — 86 min. (Rev. 11/18/57) RIDE OUT FOR REVENGE Rory Calhoun, Gloria Grahame—79 min. (Rev. 10/22/57) THE STEEL BAYONET Leo Genn, Kieron Moore	I MARRIED A WOMAN (RKO) George Gobel, Diana Dors THE LADY TAKES A FLYER (CS, color) Lana Turner, Jeff Chandler — 95 min. (Rev. 1/21/58) DAMN CITIZEN! Keith Andes, Margaret Hayes—88 min. (Rev. 1/13/58)	CHASE A CROOKED SHADOW Richard Todd, Anne Baxter —87 min. (Rev. 2/10/58) LAFAYETTE ESCADRILLE Tab Hunter, Etchika Choureau — 86 min. (Rev. 2/4/58)	THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt CAMPBELL'S KINGDOM (Rank F. D. A.) (color) Dirk Bogarde, Stanley Baker—102 min. (Rev. 2/17/58) THE MAN WHO DIED TWICE (Rep.) Rod Cameron, Vera Ralston HIDDEN HOMICIDE (Rep.)
APRIL	HELL'S FIVE HOURS Steven McNally, Colleen Gray WAR OF THE SATELLITES Susan Cabot. Dick Miller QUANTRILL'S RAIDERS (CS, color) Steven Cochran, Gale Robbins	THIS ANGRY AGE (Technirama, color) Anthony Perkins, Silvana Mangano THE GODDESS Kim Stanley, Lloyd Bridges SCREAMING MIMI Anita Ekberg, Phil Carey LET'S ROCK Julius LaRosa, Phyllis Newman PARADISE LAGOON (color) Kenneth More, Diane Cilento HIGH FLIGHT (CS) Ray Milland GHOST OF THE CHINA SEA David Brian	MERRY ANDREW (CS, color) Danny Kaye, Pier Angeli CRY TERROR James Mason, Rod Steiger	TEACHER'S PET (VV) Clark Gable, Doris Day THE MATCHMAKER (VV) Shirley Booth, Anthony Perkins	THE YOUNG LIONS (CS) Marlon Brando. Montgomery Clift TEN NORTH FREDERICK (CS) Gary Cooper, Suzy Parker	RUN SILENT, RUN DEEP Clark Gable, Burt Lancaster PARIS HOLIDAY (Technirama, color) Bob Hope, Fernandel CURSE OF DRACULA Francis Lederer, Norma Eberhardt FLAME BARRIER Arthur Franz, Kathleen Crowley	THE FEMALE ANIMAL (CS) Hedy Lamarr, Jane Powell —83 min. (Rev. 1/2/58) DAY OF THE BAD MAN (CS, color) Fred MacMurray, Joan Weldon — 81 min. (Rev. 1/23/58) SUMMER LOVE John Saxon, Judy Meredith — 85 min. (Rev. 2/7/58) THE BIG BEAT (color) William Reynolds, Andra Martin —82 min. (Rev. 2/7/58)	MARJORIE MORNINGSTAR (color) Gene Kelly, Natalie Wood STAKE-OUT ON DOPE STREET Yale Wexler, Jonathan Haze 77 SUNSET STRIP Efrem Zimbalist, Jr., Erin O'Brien	THE ONE THAT GOT AWAY (Rank F. D. A.) Hardy Kruger

Television Today

l-TV Threat

ntinued from page 1)

ouse Broadcasting Co., told gates to the 11th annual radio and TV conference

mon was the keynote speaker eeting, which ended over the Phoenix, Ariz., was chosen 59 site for the annual con-

Excitement, Showmanship

eat challenge of the TV in- fcGannon said, is to "put as citement and showmanship eational and public service ning as is put into commer- rams."

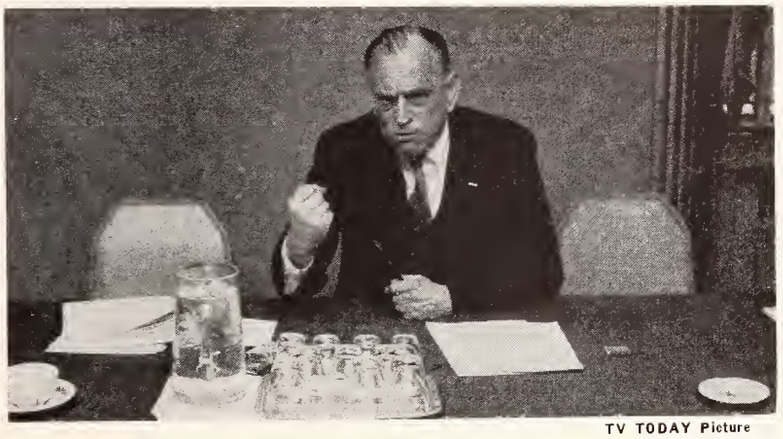
heduled appearance of Alan e-president of Skiatron Elec- nd TV Corp., to speak in fa- ll-TV was called off when ed the conference chairman not be on hand "due to a pany policy."

East Meets Today etwork Contracts

rs of the Writers Guild of East, meeting late last week otel Shelton here, approved demands for staff and free- gotiations which begin in k today, involving 12 con- h ABC, CBS and NBC. The contract demands also were by radio and television of Writers Guild of Amer- , at their concurrent meeting vood last week.

osition taken by WGA-west tion with the release by Re- ictures of post-1948 motion to television was supported embership of WGA-east who at writers would not work blic Pictures on or after the on date of the Republic con-

ers of the Writers Guild of East, have also voted to take ation a dispute with CBS dismissal of three staff news- New York. The Guild con- it its contract with CBS has aterially breached" and it is ng arbitration under the machinery in the contract.



TV TODAY Picture

"IF WE ARE GOING TO SETTLE POLITICAL CAMPAIGNS LIKE WE SELL SOAP AND CIGARETTES, GOD HELP THE REPUBLIC!"—James M. Landis, yesterday, complaining about "manipulation" of public opinion, and indicating he's amassing "evidence" for an anti-trust suit.

Skiatron Warns Its Opponents

(Continued from page 1)

tions of the FCC regulations on radio and television editorializing," Landis said.

"These principles and requirements of the Commission," the complaint states, "have been flagrantly and deliberately violated in the last 30 to 60 days by the networks and a number of station licensees affiliated with them by a campaign of vilification against and misrepresentation of the Commission's recent rule-making action providing for limited tests of toll-TV. This campaign, sparked by the networks, has already spread rapidly throughout the nation and is continuing to do so and threatens to leave the American public wholly uninformed about what the proponents of toll TV seek to accomplish and what the Commission has done in authorizing highly limited three year tests."

"In the statements now being made by the networks and station licensees to the effect that the American public is being asked to choose between advertiser-sponsored or so-called 'free' TV and subscription or toll TV," the complaint continues, "they are reverting to the 'Big Lie' technique so effectively employed in dictator-controlled states to threaten the very processes of understanding upon which our democracy must fundamentally rest. The danger is so apparent and the campaign has reached such alarming proportions that we believe that the Commission as part of its duty must undertake a general inquiry into the conduct of all television stations in connection with their presentation of views on pay-TV."

Landis said that he is now carefully weighing the evidence before him for possible anti-trust actions against the networks and the exhibitor sponsored Joint Committee Against Toll-TV. "They are entitled to be opposed," he commented, "but their tactics are in question."

Salant Defends CBS

(Continued from page 1)

CBS Television Network has without exception presented both sides of the pay versus free television controversy fairly and honestly. Charges to the contrary have no basis in fact.

A spokesman for NBC was similarly vehement yesterday in denying the Skiatron charges, but an ABC executive said that network had no further comment, referring to stand on the statement made recently by its president, Leonard H. Goldenson, before the House Commerce Committee.

"Bob Hall, a director of Skiatron Electronics & Television, Inc., appeared on the CBS Television Network on Feb. 2, 1958, participating in a debate on pay television. At the conclusion of this program, Hall made the following comment over the air: 'I would like to thank the Columbia Broadcasting System and their affiliates for giving us this opportunity to present our side of the case to the public'."

Fox Increases

(Continued from page 1)

European production organization. The 1958 total of 67 is highest for a single year since the advent of CinemaScope in 1953 and compares favorably with any year in the studio's history, Adler said.

The film company has seven pictures already completed and awaiting release through April, plus three productions currently before the cameras. These latter three are: "How to Rob A Nice Little Bank," "The Bravados" and "The Roots of Heaven."

Jerry Wald—with his production of William Faulkner's "The Long, Hot Summer" ready for March release, will produce "The Hell Raisers," "The Beloved Infidel," "The Sound and the Fury," "The Jean Harlow Story," "Mardi Gras" and "March The Ninth" during 1958.

Darryl F. Zanuck's "De Luxe Tour" will join "Compulsion" and "The Roots of Heaven" as his productions this year. John Huston is currently beginning his direction of "The Roots of Heaven" on location in Africa.

David O. Selznick will produce "Mary Magdalene" starring Jennifer Jones as his 1958 attraction for 20th Century-Fox release.

Samuel G. Engel productions will be represented with six pictures in 1958: "The Captive," "End of the Santa Fe Trail" and "Gemma Two Five."

'Anne Frank' Scheduled

From the 20th Century-Fox studios will come George Stevens' "The Diary of Anne Frank"; "Mud on the Stars," produced and directed by Elia Kazan; "A Certain Smile"; "Blood and Sand" and "Can-Can," produced by Henry Ephron; "The Inn of The Sixth Happiness," produced by Buddy Adler and directed by Mark Robson; and "The Hunters," produced and directed by Dick Powell.

Also, "Rally Round the Flag Boys," produced and directed by Leo McCarey; "The Hustler," directed by Henry King; Buddy Adler's production of "The Blue Angel"; "The Last Man," produced by Sydney Boehm; "The Colors of the Day," produced and directed by Nunnally Johnson; "The Fly," directed by Kurt Neumann; and "Bachelor's Baby," produced by Henry Ginsberg.

And "The Love Seekers" and "The Remarkable Mr. Pennypacker," produced by Charles Brackett; "These Thousand Hills" and "Holiday for Lovers" produced by David Weisbart; "Rope Law," starring Hugh O'Brian; "The Day of Outlaw," produced by Eugene Freake; "The Octopus," produced and directed by Robert Rossen; and two John Wayne starrers.

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release positive

Eric Johnston

(*Continued from page* 1)

testify next Monday. The committee opened hearings today, with Commerce Secretary Sinclair Weeks urging the President's bill as essential to keeping U.S. friends abroad and maintaining full employment at home.

Book Foreign Films

HARTFORD, Feb. 17.—Another suburban Hartford theatre has dropped domestic product policy in favor of imports. Mario Aronne, operating the 489-seat Glastonbury Theatre, Clastonbury, Conn., has discontinued Monday through Wednesday performances, and instituted a Thursday through Sunday foreign film policy.

Goldwyn Signs Davis

HOLLYWOOD, Feb. 17 — Samuel Goldwyn has announced the signing of Sammy Davis, Jr., to portray "Sportin' Life" in "Porgy and Bess."

Rock Island

(*Continued from page* 1)

Theatres, Des Moines, had met with the city council on several occasions to present the case of theatres for dismissal of the tax. Tri-States operates the Fort and Rocket Theatres here.

Elmer Rhoden, Jr.

(*Continued from page* 1)

his experience with the 102-theatre circuit, which includes 35 drive-ins, Rhoden said his own poll conducted in five states where Commonwealth operates theatres shows that approximately 70 per cent attendance is by persons 24 years and younger. It was the policy of booking pictures appealing most strongly to this age group, such as rock and roll, drag racing, spook films, etc., that enabled his circuit to show an 18 per cent greater gross in the 1957 calendar year than the year before, Rhoden said.

Two pictures already filmed by Rhoden's company have been sold outright to distributors, he said, thereby nullifying his control so far as sale to television is concerned. His own policy in that respect is to sell no film to television in less than five years after it completes its theatrical usefulness.

Rhoden said the closely held stock in his Imperial Productions has risen from five dollars per share to $545 per share since the company was organized less than two years ago.

He also said he has formed another corporation to produce filmed television series, for which writers are now at work on pilots.

'Hawk' Bows March 5

The world premiere of "The Mark of the Hawk," Universal Pictures release, will take place at the Paramount Theatre on Wednesday, March 5.

THERE WILL BE A SHARP PENALTY FOR ANYONE WHO REVEALS THE ENDING!



"MACABRE"

The HEIGHT of HORROR is coming from ALLIED ARTISTS

REVIEW:

The Mark of The Hawk

Lloyd Young—U-I—Superscope

In "The Mark of the Hawk" producer Lloyd Young has tried sincerely and earnestly to make a dramatic motion picture out of the explosive elements that highlight the African scene today.

The setting of the film is a small, unidentified colony in central Africa, inching towards self-determination, which is being granted piece-meal by the white colonial administration, and seething with very understandable social unrest resulting from years of white supremacy.

The cast which enacts Young's parable is headed by Eartha Kitt, a personality known principally as a sophisticated chanteuse, and Sidney Poitier, a young actor of acknowledged power and talent who made a great impression in "Blackboard Jungle" and now is slated for a top role in Samuel Goldwyn's forthcoming "Porgy and Bess."

Poitier is seen as a young Negro politician, newly elected to the colony's white - dominated legislature. When peaceful means fail to bring about needed reforms, he wrestles with the idea of a Negro uprising being organized by his younger brother.

Miss Kitt, as Poitier's well-educated Negro wife, urges moderation, but the catalyst is an American missionary, John McIntire, who, at the cost of his own life, eventually persuades Poitier that permanent reforms will never be won by violence, but only by working within the framework of the Christian church.

The good intentions of "The Mark of the Hawk" are obvious, but never very dramatic. Most of the points are made in conversation and none of the characters represents much more than an over-stated attitude, reiterated to the point of tedium. There is some action near the end when the Negroes make an abortive raid on a white plantation, but that is all.

Young has given his film a first class physical produetion. It has been photographed in Superscope and Technicolor, to a large extent on location in Nigeria. One particularly jarring note is found, however, in Miss Kitt's sensual rendition of a song, "This Man Is Mine," as she mopes around her model home while her husband is detained in jail.

Michael Audley directed from a screenplay by Young and H. Kenn Carmichael, based on an original story by Young. W. Burtin Martin was executive producer for the Lloyd Young & Associates presentation, being released by Universal.

Other players featured in the cast include Juano Hernandez, Helen Horton, Marne Maitland and Patrick Allen.

Running time, 83 minutes. General classification. Release, special engagements starting in March.

VINCENT CANBY

National Pre-Sellin

PADDY CHAYEFSKY'S story, "The Goddess," w plores the rise and fall of a H star, appears in the March "Esquire." The text is printe off" half pages against a col page spread which simulate backdrop. A motion picture announcing this new Chaye duction, released by Colu pears prominently on the which takes advantage of all ors in the solar spectrum. Th front cover of this issue of " is devoted to the film indus logo cut is based on a strip tion picture film.

•

MGM's "Merry Andrews," Danny Kaye, has been sele picture of the month for M "Seventeen."

•

When Ingrid Bergman ar Grant went to London rec film their new picture, "Ind "Life" editors sensed a goo They assigned a cameraman t graph these two performers comedy on a day off from the The jolly pair are seen in the junk and bargain center, Cove den market and "The Salisl famous theatrical pub. The story appears in the Feb. 10

•

Lana Turner and Diane Var play the roles of mother and ter in "Peyton Place," will be color cover of "Parade's" Feb sue. In the same issue is a co tive study of the careers of th motion picture actresses. Dian who typifies a new era in moti ture production, is starred wit Cooper in "Ten North Frederic Don Murray in "Hell Bent Kid

•

A color photograph of Radi Music Hall Rockettes, taken Swiss photographer Emil Shul featured in the Feb. 18 iss "Look." The Music Hall is lis one of the highlights of a visit t York in a photo story of l newlyweds recounting their to eye view of Manhattan in the issue.

•

"McCall's" February issue l article by Harrison Kinney bas his visit to the home of Silvana gano, while she was making "Th gry Age" in Rome. The story, details Mangano's feeling abou work in films, is illustrated w photo showing her with Anthon kins, her co-star.

WALTER

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 34 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 19, 1958 TEN CENTS

e Statement

MPP, AFM egotiations Stalemate

ent Agreement Will re at Midnight

Association of Motion Picture ers and the American Federa- f Musicians have been unsuc- in their attempts to reach a ollective bargaining agreement, ting to a joint statement issued ast night. The agreement now ct expires at midnight tonight. statement was signed by James etrillo, AFM president, and s S. Boren, AMPP vice-presi- and read as follows: "After al- continuous negotiations from 0 for a new collective bargain- reement between the AFM and (*Continued on page 6*)

Combined Rogers Hospital Drives Brought $534,657

A total of $534,657.51 was realized for the Will Rogers Memorial Hospital and Research Laboratories in the combined Audience Collection and Christmas Salute last year. This was $148,721.72 ahead of the previous year's total when the two drives were not combined.

According to the mid-year report of the Hospital, released here yesterday by A. Montague, president, to the "stockholders"—the members of the motion picture industry and their families everywhere—total receipts for the Hospital from June 1, 1957 to January 31, 1958 were $603,631.15. This included, besides the drive total, income from memorials, from charity funds, from the Screens Actors Guild, the American Guild of Musical Artists, the Actors Fund of America and others.

The report details plans for a national X-ray survey of the motion picture industry in cooperation with local (*Continued on page 4*)

Huge Ad Display Will Herald 'Vikings' Bow

By WARREN G. HARRIS

(Picture on page 2)

Beneath a block-long, $105,000 three-dimensional advertising display which will feature a 261-foot-long replica of a ship used by ancient Norse raiders, United Artists' release, "The Vikings," will have a dual world premiere at the adjacent Astor and Victoria Theatres on Broadway in mid-June, producer Kirk Douglas and William J. Heineman, UA vice-presi- (*Continued on page 2*)

N. E. Drive-in Group Hears Lider and Wile

Special to THE DAILY

BOSTON, Feb. 18.—The Drive-in Association of New England met today for its annual meeting at the Hotel Bradford, with Edward W. Lider presiding. He gave a brief summary of the Louisville Allied meet.

Touching on the problem of film (*Continued on page 4*)

William Kelley Elected By Research Council

From THE DAILY Bureau

HOLLYWOOD, Feb. 18. — The Motion Picture Research Council directorate today elected William F. Kelley to the presidency. With the council for the past twenty years, he will continue also in his present positions as technical director and treasurer.

Weather Permitting

Battle Over Toll-TV Will Resume Today

Meetings Are Scheduled by Senate Committee and FCC

By J. A. OTTEN

WASHINGTON, Feb. 18. — Weather conditions permitting, tomorrow could be an important day in the continuing battle over subscription television.

The Senate Commerce Committee is slated to return to the toll-TV wars tomorrow morning, picking up where it left off two weeks ago in its debate over an anti-toll-TV resolution by Sen. Thurmond (D., S. C.). Thurmond's resolution would put the Senate on record against Federal Communica- (*Continued on page 6*)

Para. to Release 11 New Films, 10 Reissues

Paramount Pictures will release 11 new productions in the five-month period February through June, and will supplement them with 10 reissues, it was announced here yesterday.

Eight of the reissued film are pre-1948 releases, the complete library of which was recently sold to Management Corporation of America. Just how the theatrical re-release of these films will be managed could not be determined yesterday, although a (*Continued on page 4*)

Quality Product Aiding Grosses, Rhoden Tells NT Stockholders

From THE DAILY Bureau

HOLLYWOOD, Feb. 18—Improvement in product quality has been accompanied directly by improvement in theatre attendance, National Theatres president Elmer C. Rhoden told stockholders at the annual meeting today.



Elmer C. Rhoden

Rhoden said grosses and earnings experienced in the seven weeks beginning Dec. 25 were equal to those gained in same period a year ago, whereas, by contrast, the box office gross for the seven (*Continued on page 5*)

Approval of S.F. Fete Draws Elation on Coast

Special to THE DAILY

SAN FRANCISCO, Feb. 18—Official confirmation was received here today from the International Federation of Film Producers Associations in Paris that the San Francisco International Film Festival has the sanction and full support of the IFFPA for the 1958 festival aroused enthusiastic reaction from exhibitors and others all over Northern California.

Irving M. Levin, director of the (*Continued on page 5*)

Para. Appoints Stevens Midwestern Unit Head

J. H. Stevens has been appointed manager of Paramount's midwestern division (formerly called central division), succeeding Bryan D. Stoner, it was announced yesterday by Sidney Deneau, western sales manager. Stevens has been Paramount's Chicago branch manager. Stoner's resignation was announced last week.

Robert Allen, assistant branch (*Continued on page 4*)

Treyz Named to Head Television Net

er E. Treyz was elected to the created position of president e Television Network of the American Broadcasting Co. division of American Broadcasting-Paramount Theatres, Inc., it was announced yesterday by Leonard H. Goldenson, president of AB-PT.



iver Treyz

Treyz has been vice-president of ABC in e of the Television Network (*Continued on page 6*)

elevision Today

Page 6

PERSONAL MENTION

AMERICO ABOAF, Universal-International foreign sales manager, has returned to New York from Europe.

•

ROBERT SCHMID, vice-president of NTA Film Network in charge of station relations, will leave here today for Atlanta, Charlotte and Richmond.

•

HOWARD MINSKY, International Telemeter Corp., has returned to New York from Chicago.

•

MILTON E. COHEN, United Artists Eastern and Southern division manager, has returned to New York from Florida.

•

CALVIN C. LEEDER, supervisor of branch operations for Rank Film Distributors of America, will return to New York tomorrow from Philadelphia.

•

CARAL RUTH GOODMAN, daughter of MORRIS GOODMAN, sales manager of Columbia Pictures International, was married here on Sunday to ROBERT ANDREW KLEIN.

•

RAYMOND NELSON, vice-president and general manager of NTA Film Network, has returned to New York from key cities of Ohio.

•

J. HAROLD ODELL, producer, has returned to Hollywood from Puerto Rico.

•

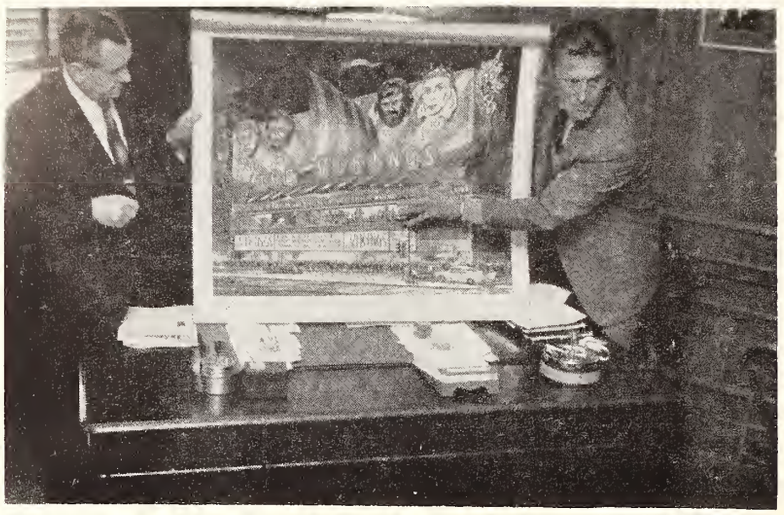
BRUCE EELS, executive vice-president of United Artists Television, has returned to New York from Los Angeles.

'U' Cuts Cleveland Exchange Personnel

Special to THE DAILY

CLEVELAND, Feb. 18. — Employees at the Universal Pictures exchange here were notified today that, effective March 1, the office will be operated with a skeleton crew consisting of the branch manager, one booker and minimum office help. Peter T. Dana, eastern sales manager for the company, was expected here today to make the final arrangements.

Carl Reardon will remain as branch manager, and Peter Rosian will continue for the time being to maintain district headquarters here. Sales and shipping will be conducted from another exchange center to be announced shortly. It is reported that it will be either Pittsburgh or Detroit.



M.P. DAILY picture

Kirk Douglas and Bill Heineman talking yesterday about that sign.

Big Ad Display for 'Vikings'

(Continued from page 1)

dent in charge of distribution, announced at a trade press conference here yesterday.

The dual premiere, according to Douglas and Heineman, marks the first time that a film of the scope of "The Vikings"—it will have cost $6,500,000 with advertising, publicity and prints included—will be premiered simultaneously on a continuous-run basis at two Times Square theatres. Running approximately two hours, the film will be presented on a staggered schedule so that there will be a new show starting in one of the two houses an hour apart.

Extending from 44th to 45th Streets on the west side of Broadway, directly above the two theatres, the huge three-dimensional sign will be seen by millions of people from all over the world during the peak tourist season and will generate considerable word-of-mouth for the film, Heineman said. The replica of the Viking ship will be replete with eleven sets of electrically animated oars and a 52-foot sail which will be billowed by a wind machine set in the ship's hull.

The sign will also feature animated lighting of the title and star names and 25-foot heads of Douglas, Tony Curtis, Ernest Borgnine and Janet Leigh. Both the ship's dragon figurehead and the ornamented stern post will project eight feet beyond the building line on either side. The Astor and Victoria marquees will be joined by a 131-foot panel, forming one marquee almost a half-block in length.

In describing the sign, Heineman said that "exhibitors everywhere today are more exploitation-minded than ever" and hoped that UA's example in regard to the Astor and Victoria would be adopted for theatres all over the country, although naturally on a less expensive scale. To this, producer Douglas added that while he didn't care how good a campaign is — "if a picture isn't good enough to begin with, it won't do business."

'Tom Sawyer' Meeting Of NTA in Kansas City

NTA Pictures, Inc., has planned a series of meetings and screenings in key cities throughout the country, with the first scheduled for Kansas City next Tuesday. A. W. Schwalberg, NTA director, will be host to local exhibitors and circuit heads at a luncheon to be held in the Muehlbach Hotel.

In the evening there will be a private screening of David O. Selznick's "The Adventures of Tom Sawyer" at the Fox Brookside Theatre. NTA has planned an April re-release for the film.

Hollywood Starts Four; Total Shooting Is 25

From THE DAILY Bureau

HOLLYWOOD, Feb. 18.—Production maintained an even keel with the start of four pictures and the finish of three, bringing a total of 25 pictures in production this week.

Started were: "Infamy at Sea," Stones Prods. (Metro-Goldwyn-Mayer); "Daddy-O," Imperial Prod. (Independent); "Too Young for Love" (Paramount); "A Certain Smile," CinemaScope, DeLuxe Color (20th Century-Fox).

Completed were: "The Water Witch" (Universal - International); "The Naked and the Dead," Warnercolor, CinemaScope (Warner Bros.); "Indiscreet," Grandon (Warner Bros.).

Film Executives V... Attend 'Tony Awa...

Motion picture industry ex... who have already accepted ... on the honorary committee ... American Theatre Wing's ... Awards" dinner and presenta... clude Robert Benjamin, Harry ... George F. Dembow, Howard ... Robert W. Dowling, Arthur ... Leonard Goldenson, Samuel G... Stanton Griffis, Ely Landa ... Montague, Robert J. O'Donne...

Also J. Robert Rubin, Dore ... George S. Sidney, Spyros P. ... Herbert B. Swope, Jr., Mik... Walter Vincent, Joseph R. ... Jerry Wald, Richard F. Wals... bert J. Yates.

Presentation on April 1

The "Tony Awards," Bro... equivalent of the "Oscars," ... presented on Sunday night, A... at a dinner in the Waldorf-... Grand Ballroom.

Sees Vast Expansi... In Music Disc Trad...

From THE DAILY Burea...

HOLLYWOOD, Feb. 18—A... million dollar expansion of th... recording industry is contempl... Charles Wick, industrialist a... producer, who has announce... guration of a world-wide dist... system to sell records through ... lobby vending machines. W... ready has launched a survey ... motion picture exhibitors and ... tors to determine the proje... market potential.

The new merchandising ... will exploit recordings of ... numbers from the soundtracks ... being screened while the d... "racked up" in the automati... vendors, Wick stated. He ... that records thus will be ... available to movie patrons at t... of their interest in the music... tions.

Licensing and distribution ... chines and records will be ... through Wick's Splendex En... organization in Beverly Hills ... operation with studios.

Remodel Burned I...

DES MOINES, Feb. 18—T... sity Theatre has reopened he... being shut down for repair... necessary by a fire Jan. 22... Fridley, owner, said work w... tinue on "extensive remodelin...

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd ... Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman ... Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. ... National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, New ... Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1... Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Preside... J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandi... published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Alman... Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $1... Single copies, 10c.

M-G-M BACK ON TOP IN '58!

"RAINTREE COUNTY," "DON'T GO NEAR THE WATER," "LES GIRLS," "JAILHOUSE ROCK," "SEVEN HILLS OF ROME" . . .
AND NOW THE GREAT OF '58!



M-G-M PRESENTS

The Greatness and Glory, The Loves and Sins of the famed novel

THE BROTHERS KARAMAZOV

STARRING

YUL BRYNNER

MARIA SCHELL CLAIRE BLOOM

LEE J. COBB · ALBERT SALMI

AND CO-STARRING

RICHARD BASEHART

WITH **WILLIAM SHATNER**

FROM THE NOVEL BY FYODOR DOSTOYEVSKY
AN AVON PRODUCTION · IN METROCOLOR

SCREEN PLAY AND DIRECTION BY

RICHARD BROOKS

PRODUCED BY

PANDRO S. BERMAN

MOVIE MASTER-PIECE!"
-Newsweek

1-G-M's new blockbuster tarts World Premiere at lusic Hall, N. Y. tomorrow; pens Feb. 26—Pantages, .A.; Feb. 27—Florida, Miami; arib, Miami Beach; Trail, oral Gables; March 4—/oods, Chicago and there-fter in 20 big cities nation-/ide. Every theatre preview, very press screening fore-asts sure-fire box-office hit!

N. E. Meeting

(*Continued from page* 1)

rental and sales of film to TV, Lider said: "Film rentals are the life blood of our business but I want to warn you drive-in owners to watch out for the terms the film companies may be asking for their 'blockbusters' this spring. You must make up your own minds as to the terms you pay and the admission prices you charge, but remember if you accept one blockbuster at a higher term you may be setting a precedent for others to follow.

Lider also told of a service to exhibitors emanating from Independent Exhibitors, Inc., which will offer suggestions on combinations of reissues that are doing well in drive-ins at the present time.

The first speaker was Robert Wile, of 20th Century-Fox, who discussed the serious print problem the company has with "Peyton Place." Although there are 500 prints now working, each at a cost of $1,000, 20th-Fox is rushing more through.

Concessions Forum Held

Following cocktails and luncheon for 100 guests hosted by the Coca-Cola Co., the afternoon session was devoted to concessions led by Philip Lowe, of Theatre Candy Co. Discussions dealt with repricing of food items which have gone up in cost, new equipment and new food items. It was suggested that the drive-in owners in various parts of New England hold meetings, preferably one in each state, for a thorough discussion on the re-pricing of popcorn and hamburgers, which have risen in cost over the last year.

Para. Names Stevens

(*Continued from page* 1)

manager in Chicago, was named to succeed Stevens as branch manager. Stevens will continue to make his headquarters in Chicago as manager of the division that includes the Chicago, Detroit, Indianapolis, Milwaukee and Minneapolis branches.

Stevens, who joined Paramount in 1923 as chief accountant in Boston, had been Chicago branch manager since Oct. 12, 1942. Before going to Chicago he was successively branch manager for Paramount in Boston, Portland, Me., and Indianapolis.

Allen, before joining Paramount in 1948, was a United Artists branch manager.

Para. to Release

(*Continued from page* 1)

Paramount sales executive said that a policy statement will be forthcoming shortly.

Paramount's 11 new releases for the five-month period are as follows: February, Hal Wallis' "Wild Is the Wind"; March, Don Hartman's "Deside Under the Elms," "High Hell" and "Country Music Holiday"; April, Perlberg-Seaton's "Teacher's Pet" and "St. Louis Blues"; May, Hal Wallis' "Hot Spell" and "Maracaibo"; June, Alfred Hitchcock's "Vertigo," "Another Time, Another Place" and "Space Children."

The reissues are: February, "California," "Desert Fury," "Forest Rangers" and "Wells Fargo"; March, "Jumping Jacks" and "Scared Stiff"; April, "Union Pacific" and "Wild Harvest"; May, "Northwest Mounted Police" and "Blaze of Noon."

REVIEW:

The Brothers Karamazov

Avon—MGM

HOLLYWOOD, Feb. 18

FYODOR DOSTOYEVSKY's famous novel dealing in vast detail and at length with life as it was lived, by the upper classes, the lower classes, and by the two in usually unhappy association, in the Russia of 1880, is brought to screen in appropriate proportions—18 speaking characters; two hours and 26 minutes running time—by Pandro S. Berman, under his Avon Productions trademark, for distribution by the company that has been trying unsuccessfully for a good many years to reduce the unwieldy novel to a workable screenplay. This considerable achievement is to be chalked up to the credit of Richard Brooks, the director of the Berman production, who has preserved in his picture the flavor of the Dostoyevsky work and much of the detail. The production is big, expert, sprawling as to story line, sharply emotional in critical scenes, profligate in its many sequences of abandon, uninhibited in its language and in its use of the camera. In point of craftsmanship, professional know-how and audience impact it stacks up on even terms with the blockbusters of the season.

The top name in the cast is that of Yul Brynner, who this year made Top Ten in Quigley Publications' Money-Making Stars poll of exhibitors, and this name, alongside the title on a marquee or in a newspaper advertisement, is certain to draw a big opening attendance. But several others in the cast give performances more likely than Brynner's to ignite word-of-mouth publicity of a kind to carry the attraction onward into a rich run. Although Brynner's casting, which is by no means the best he's had, places him front and center in the main-line story, the masterly portrayal of a complete scoundrel by Lee J. Cobb, despised father of the Brothers Karamazov, is the outstanding acting achievement in a film that gives everybody lots of room to exercise his art. Next in impact, as indicated by audience reactions at the picture's Pantages Theatre previewing here, is the mercurial characterization furnished by Maria Schell as the Grushenka whose attentions are shared by Brynner and Cobb in a way that accounts for much of the tragedy that is the keynote of the picture. Richard Basehart and William Shatner as the other two Brothers Karamazov, Brynner being the first, and Albert Salmi, the bastard son who murders the father, supply finely drawn enactments of sharply differentiated roles.

NOT TO UNDERTAKE to tell in swift synopsis a story it took years to break down into a 146-minute script, the narrative shapes up a little like this from the point of view of the central character played by Brynner. An Army officer and all-around wastrel, Brynner is forever obtaining money from his rich father on the contested ground that his departed mother left it to him. Ultimately the father sells the son's IOU's to one Grushenka, who operates a restaurant, bar and so forth in the town, and Brynner seeks her out to get them back. Instead, he falls in love with her, although knowing she has a relationship with his father, and love and jealousy impel Brynner to extremities too numerous and complex to chronicle in this report. Infamy, intrigue, finally the murder of the father by the illegitimate son and the trial of Brynner for the crime, transpire before the ending which sees the convicted Brynner escaping from the prison train and the country with Grushenka.

Settings, splendidly photographed by John Alton in Metrocolor, are magnificent and more than a little informative concerning the place and time of the story.

Running time, 146 minutes. General classification. Release, in February.

WILLIAM R. WEAVER

Sands to Meet Fans

Teen-age singing star Tommy Sands will host two special autograph parties for his fans in the lobby of the Mayfair Theatre here in connection with the opening of his new 20th Century-Fox picture, "Sing Boy Sing." The performer will distribute autographed photos on opening day, Friday, at 3 P.M., and again on Saturday at 9:30 A.M.

Rogers Dri

(*Continued from page* 1)

Tuberculosis and Heart Associ and Boards of Health. Mobile units will be set up on film r each exchange city and in fr principal downtown theatres. S taneously publicity will direc public's attention to the nee surveillance to discover chest eases early enough to provide treatment and preventive measu

Ernest Emerling of Loew's tres and Harry Goldberg of S Warner are chiefly responsible f development of the health pr They, along with Dr. Edgar director of the Hospital have working since late summer to f late the plan. The distributor-e tor chairmen in all the exchang ritories will be asked to contac TB and Heart organizations a up the mechanics of the progra cally. The chest X-rays will b to all entertainment industry ployees and confidential report be made to them. Materials con of posters, health promotion and a suggested local program supplied by the national office Will Rogers Hospital.

To Dedieate Fellowship

The report also outlined a study for a pulmonary researcl ect which will be conducted Edgar Mayer, Dr. Israel Rap and Morris Dworski of the H staff in cooperation with the U sity of Rochester and the E Kodak Research Laboratories. W German, chairman of the exe committee of the Hospital and Bonn of the W. J. German C responsible for interesting E Kodak and the University in th ect. The Montague Fello amounting to $5,000 yearly fo in medicine and research on diseases, will be dedicated t project in 1958 at the direct Montague. German also has to contribute $945 toward the of a technician on the project.

Improvement of Patients Ci

Announcing improvements a ditions to the third floor of th pital where chest disease p other than tuberculosis are cared for, the report said that the service was inaugurated i 1957, the third floor has had a age of 12 to 14 patients per with a large turn-over. All disc cases, particularly those with e sema, were improved or help

The census of patients for t tire Hospital shows there hav more admissions and dischar the past six months than pre in a full year.

Ames to Capital Me

HOLLYWOOD, Feb. 18 – Ames, president of the Screen Guild, will attend the all-day n conference on "Foreign Aspe United States National Securi Washington on Feb. 25.

PEOPLE

ell Holman, Paramount Eastern ion manager, has been named n of the motion picture divi- the New York City Cancer tee's 1958 April Cancer Cru-

□

Klages, long prominent in mu- les, has been appointed busi- anager and assistant head of ramount studio music depart- He succeeds **Bill Stinson,** re- promoted to head the depart-

□

ld Loeb, publicist, artists rep- ive and journalist, has joined Vitt Associates, artists and au- epresentative.

ity Films

(Continued from page 1)

starting last Sept. 25 were 51,500,000 from the same pe- e year before. He said results rter ending March 25 should mate those for same period the ng year.

len added: "Studio budgets for pictures are bigger than ever. rious drop in the autumn has producers more conscious than at only quality films will pay he box office."

uds Kansas City Stations

NT president said the com- will begin to benefit from ication in the latter part of the fiscal year, when the FCC es the acquisition of Kansas elevision and radio stations have a "most profitable record od earning potential." He also out that returns from the racle presentation "Windjam- here and abroad, will begin to

will invest $750,000 in instal- in amusement park near Santa to be called Pacific Ocean anta Anita Turf Club and CBS eloping park at cost of $5,000,-

e the end of last fiscal year 4, NT has disposed of eight s and real estate properties for ,650,000, and other properties ignated for disposal.

oard Members Reelected

present board members were ed, with Samuel Firks, presi- onsolidated Builders, and Jack row, accountant and attorney, to succeed Gregson Bautzer arl G. Hines, who resigned the year. After stockholder g the directors re-elected all officers.

le' Bows Feb. 27

Century-Fox's "Cattle Empire" ve its world premiere in Oma- b., on Feb. 27, with star Joel in attendance.

REVIEW:

Bitter Victory

Columbia—CinemaScope

A REALISTIC AND often terrifying probing into the inner conflicts of men at war, "Bitter Victory" will appeal primarily to those seeking something "different" in their movie-going. The Paul Graetz production is no ordinary war drama, nor is it treated that way by director Nicholas Ray.

Richard Burton and Curt Jurgens, highly regarded on both sides of the Atlantic for their considerable acting talents, are the protagonists, a young and cynical officer and his cowardly superior, respectively. During the course of a secret expedition to steal important Nazi documents, they encounter the principal issues of war—the dividing line between murder and self-preservation, one's obligations to his fellow soldiers, his country and himself.

While the resolution of these problems will have the greatest interest to men, there is interjected into the proceedings a romantic triangle involving Burton, Jurgens and attractive Ruth Roman which will interest the women in the audience. Miss Roman is Jurgen's wife, although she had had an affair with Burton before her marriage. When the two men set out on their dangerous mission, their conflict of attitudes and personalities is intensified by the knowledge that they both love the same woman.

In CinemaScope, the attack upon the Nazi stronghold and the long return across the burning desert provide considerable excitement. Especially noteworthy are a scene in which Burton has to decide the fate of two badly wounded soldiers, one British and one German, and another in which Jurgens silently observes a deadly scorpion crawling up Burton's leg. Rene Hardy, Gavin Lambert and director Ray wrote the screenplay and the final production is one which cannot be dismissed lightly.

Running time, 82 minutes. General classification. Release, in March.

WARREN G. HARRIS

More Stars Scheduled For Academy TV Show

From THE DAILY Bureau

HOLLYWOOD, Feb. 18. — The Academy's all-star cast for its awards presentation telecast now numbers 68, is was disclosed today, with eleven new names added to the list which is expected to total 90.

The new additions are Harry Belafonte, Burt Lancaster, Julie London, Groucho Marx, Dick Powell, Mickey Rooney, Jane Russell, Robert Ryan, Ed and Keenan Wynn and Mel Torme.

SAG, Producers Renew Their Talks Next Week

From THE DAILY Bureau

HOLLYWOOD, Feb. 18 — Failure of negotiators for Screen Actors Guild and Film Producers Association, New York, to reach agreement on a new collective bargaining contract for television film commercials has resulted in a recess to resume next week here. The contract expires March 1.

SAG is preparing to ask the membership for authority to call a strike if negotiations again fail to produce a satisfactory pact.

Wometco Circuit Boosts Business in Miami Area With Special Telephone Advertising Campaign

Special to THE DAILY

MIAMI, Feb. 18—Wometco Theatres' circuit has combined the forces of 14 neighborhood sub-run and drive-in theatres in the greater Miami area to inaugurate an extensive telephone advertising campaign. Nicknamed "phonavising" by theatre managers, the plan calls for each theatre to make 15 telephone calls a day (Monday through Saturday) to homes in the individual theatres' neighborhood, plugging current attractions at Wometco houses. The time limit on each call is 20 to 30 seconds.

"We are making 1,200 to 1,500 calls each week," said Wometco district manager Harvey Fleischman, who formulated the project. "Our aim," says Fleischman, "is to capitalize fully on first run pictures' exploitation campaigns whenever possible off the amusement pages. We are discovering that "phonavising" does this and effectively starts a good word-of-mouth campaign for the theatres." Patron reaction has been good and favorable comments are trickling back to the theatres, indicating the plan a success and assuring its continuation, Fleischman added.

San Francisco

(Continued from page 1)

festival, which last December was staged here without international sanction and under the sponsorship of the San Francisco Art Commission, said, in announcing receipt of official sanction:

"Recognition of San Francisco by the IFFPA for the first international festival to be sanctioned in the Western Hemisphere tokens the esteem in which this city is held by the rest of the world. We now prepare to arise to all expectations in the most sincere effort we can produce for the 1958 festival, which will open here Oct. 29 and run through Nov. 11."

In Metro Theatre Again

Levin added that the Metro Theatre, in which last year's successful festival was staged, will again screen the 1958 entries.

First to comment on the announcement was Stuart McClure, president of the San Francisco chapter of the American Association for the United Nations, the educational group to further better relations between all peoples and which last year gave the San Francisco festival its wholehearted support.

"It is extremely gratifying," McClure said "that official sanction has been granted, and Mr. Levin is to be warmly congratulated for his efforts in organizing the San Francisco festival."

'Good News,' Says Thetford

William Thetford, Northern California division manager of Fox West Coast Theatres' 60 houses, said, "This should be good news for everyone in the movie exhibition business in this area. Irving Levin is to be commended for his efforts in bringing this about."

"Wonderful news," was the reaction of Maury Schwarz, operator of a circuit of art and foreign film houses in the Bay area. "The festival is bound to stimulate art and foreign theatre business by exposing good foreign films to regular movie goers who have yet to become steady patrons of art and foreign houses."

Abe Blumenfeld, president of the Northern California Theatre Association and spokesman for the Blumenfeld Theatres, declared, "This will answer those shortsighted American exhibitors who last year opposed an international festival in the United States on the grounds it would bring too many first class foreign films in competititon to our American product."

Ackermann Praises Levin

"Bud Levin deserves all the credit in the world for performing this herculean task" was the comment of Irving Ackermann, operator of the swank downtown Stage Door.

Robert Naify, general manager of the United California chain of 100 houses, echoed praise for Levin, and observed, "San Francisco is the perfect site for the festival, considering this city's international background."

Toll-TV Row Resumes Today

(*Continued from page* 1)

tions Commission action without specific and official Congressional authorization.

Six members of 15-man committee, including Thurmond, are behind it, and Thurmond hopes that the recent House Commerce Committee vote in favor of a similar resolution will improve his chances of picking up two more votes and getting a clear majority.

The FCC itself is also slated to meet today to decide what to do about the House resolution requesting that it call off its scheduled toll-TV tests. Some members feel that the FCC action might hinge on what the Senate committee docs. A Senate vote along the same lines as the House vote would make it certain that the FCC would bow; a Senate vote against the House position might encourage the FCC to resist and go ahead with the tests.

Both the Senate committee and the FCC actions, however, might be impeded by weather conditions. Icy roads have held down work both on Capitol Hill and in government agencies, and it's possible there might be enough absences in either the Commerce Committee or the Commission to require a further delay in deciding the problem.

AMPP, AFM

(*Continued from page* 1)

the following companies—Allied Artists, Columbia, Walt Disney, Loew's, Paramount 20th Century-Fox, Universal and Warner Bros.—the parties regretfully announce their inability to reach agreement."

The statement did not go into details as to the points of controversy between the parties, but the major issue has been the inclusion of terms for the participation of musicians in proceeds from the sales of post-1948 films to television. The AFM has been demanding five per cent, whereas producers were insisting that no fixed percentages be written into agreements covering the sale of such films. The motion picture executives have been fearful of establishing such a precedent which, if followed by other studio guilds and unions, could, they feel, prove ruinous.

Held at Waldorf

Company executives present throughout the negotiations at the Waldorf-Astoria conferences were Ed Morey, Allied Artists vice-president; Abe Schneider, Columbia executive vice-president; Bonar Dwyer, Walt Disney Prods.; Joseph R. Vogel, Loew's president; Barney Balaban, Paramount president; Spyros P. Skouras, 20th Century-Fox president; John J. O'Connor, Universal vice-president; and Ed Depatie, Warners vice-president.

Participating with Petrillo and the International Executive Board of the Federation of Musicians were negotiating committees from Local 47, Los Angeles, and Local 802, New York City.

Coast Welfare Group Honors Broidy Tonight

From THE DAILY Bureau

HOLLYWOOD, Feb. 18. — The Jewish Welfare Federation will present its Distinguished Social Service Award to Steve Broidy, president of Allied Artists, at a dinner in the Beverly Hilton Hotel tomorrow night.

Johnston and Shelton in Soviet-U.S. Pact Posts

From THE DAILY Bureau

WASHINGTON, Feb. 18.—The State Department today said Motion Picture Association president Eric Johnston and U.S. Information Agency film chief Turner Shelton have agreed to represent the United States on the committee that will work out any film problems arising under the recent U.S.-Soviet cultural exchange agreement. Johnston had earlier agreed to act for the U.S. in these negotiations.

This does not involve the negotiation of film sales betwen the U.S. and Russia.

Standing Committee Provided

The cultural exchange agreement included a provision for a four-man Soviet-American standing committee that would try to take care of any problems arising under other film provisions, such as those calling for the exchange of artists, exchange of documentaries, film weeks, and the like.

Johnston and Shelton will now be the U.S. representatives on that group; the two Russian representatives have not yet been appointed.

The standing committee is supposed to meet twice this year, once in Mosco wand once here.

'Minute Order' Granted Skiatron by Santa Ana

From THE DAILY Bureau

HOLLYWOOD, Feb. 18—Skiatron, varying its approach from the Los Angeles method, which sought outright franchise to install a closed-circuit wire-television system, yesterday obtained what is known as a "minute order" from the Santa Ana city council signifying intent to permit the company to proceed with its plans. The "minute order," tantamount to a resolution, reads:

"Council declares that it is its intent to permit the establishment of closed-circuit wired pay-television within corporate limits, subject to compliance with all applicable statutes or rules and regulations now existing or hereafter promulgated."

Television Today

One Man's TViews

By Pinky Herman

THE LATEST Nielsen report (Jan. 2), which is due for release week, reveals that the trend towards the Adult Westerns is only maintaining its position as regards the nation's TViewers bu- tually dominates. The Top 10 (A.A.) include 1: Gunsmoke (CB Wyatt Earp (ABC) 3: Wells Fargo (NBC) 4: Have Gun Will Travel (5: Danny Thomas (CBS) 6: I've Got A Secret (CBS) 7: Cheyenne (8: Restless Gun (NBC) 9: Sugarfoot (ABC) 10: G. E. Theatre (CBS). It's always good business to cooperate with the Chamber of Comn and that's exactly what ABC practices. Next Monday both its TV Radio divisions will be represented in the persons of Johnny (Do Trust Your Wife?) Carson and Jim (The Jim Backus Show) respect at the C. of C. annual dinner at White Plains, N. Y. emceed by jamin H. Carroll, editor of the White Plains Reporter Dispatch and c manned by Miss Jean Gordon, community relations manager for Ge Foods.

☆ ☆ ☆

Producer Walt Framer, with a beaming countenance, shows us l figures (Nielsen) showing "The Big Payoff," leading its NBC c sish, "Matinee Theatre," by 13.3 to 10.1 respectively. . . . Just h from Ascap tunesmith (via dog-sled from Brooklyn) Arthur Kassin who writes: quote: I Call my girl friend "Cyrano," because of her "No's." "also A Square is someone who doesn't get around." unquote. . . . One of the best-liked of Tin Pan Alleyites, Mickey Addy upped to veepee at Dot Records. (addy boy, Mickey, nice goin.') . . . Carmel Quinn CBSongstar of the "Arthur Godfrey Shows," showing hubby Bill Fuller a brand new Irish ditty, "Sing Something Irish," she'll introduce at the weekly Irish dance nites he conducts at the Arcadia Ballroom on Broadway. A perfect number especially with St. Patrick's Day (March 17), just around the corner. . . . Kirk Torney, formerly sales manager of KGO (San Franc and later associated with A.A.P., has been named general sales mar of Sterling TV. Corp. by Prexy Saul Turell.



Walt Fram

Treyz Named

(*Continued from page* 1)

since October, 1956. The creation of the new position is in keeping with the company's policy to have a president of each of the AB-PT subsidiaries and of the departments of ABC such as the television and radio networks, Goldenson pointed out.

Prior to being named vice-president of ABC, Treyz was president of the Television Bureau of Advertising. He joined the bureau on Jan. 1, 1955, when it began operations.

Before joining TvB, Treyz was with ABC which he had joined in July, 1948, as a presentations writer. Two years later he was director of presentations; early in 1951 director of research and development and on Nov. 1, 1954, director of ABC Radio.

To Film Hildegarde

The musical "Packaged in Paris" starring Hildegarde, scheduled to open late this Spring wil be filmed for the New York sequence of the "International Show," packaged television

NBC Financing Opera At Brussels Exposition

The NBC Opera Company present the world premiere of a opera by Gian-Carlo Menotti a Brussels International Exposition August, Robert W. Sarnoff, dent of the National Broadca Company, has announced here.

The new opera, "Maria Gol which was commissioned by will be presented for two weks a United States Pavilion at the ex tion and later as a telecast ove NBC Television Network, Sa said. Financing of the opera will joint undertaking of NBC and office of Howard S. Cullman, Commissioner for the Exposition

show which Broadcast Picture making with the singing star. Jo Steiner is president of Broadcast tures, Dorothy Waring, vice-presi and Ben Berk, vice-president charge of production. Frank Bo will direct the "International Sh

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 53, NO. 35 NEW YORK, U.S.A., THURSDAY, FEBRUARY 20, 1958 TEN CENTS

tive Today

M Calls Out Musicians Five Studios

out at Loew's, Fox, mount, Columbia, WB

international board of the n Federation of Musicians ht passed a resolution calling trike by its members against Paramount, 20th Century-Fox, ia and Warner Brothers. AFM contracts with the major rs expired at midnight last

rday's strike call followed a f fruitless meetings held at ldorf-Astoria Hotel here be- AFM and the Association of Picture Producers, represent- (*Continued on page* 2)

r Here Tomorrow ox Conferences

Adler, 20th Century-Fox e head of production, will ar- e tomorrow for a round of ces with home office execu- the film company's increased on schedule for 1958. Partici- ith Adler will be 20th presi- yros P. Skouras; International t Murray Silverstone; vice- t Charles Einfeld and gen- (*Continued on page* 2)

Frame Process monstrated Here

nstration of a split-frame is underway here, under di- f William Morris of the Wil- Morris Theatrical Agency. nt for the demonstration has up at the Riviera Theatre, (*Continued on page* 2)

levision oday Page 6

Senate Toll-TV Hearings To Begin Early in March

From THE DAILY Bureau

WASHINGTON, Feb. 19 — The Senate Commerce Committee decided today to hold hearings on toll-TV some time early in March, Chairman Magnuson (D., Wash.) announced. There are three bills before the committee banning toll-TV, introduced by Sen. Thurmond (D., S.C.), Sen. Thye (R., Minn.) and Sen. Langer (R., N.D.). Thurmond is also the author of the resolution passed by the committee today.

Magnuson said he wanted the hearings as soon as possible. "If we're going to do this we have to face up to it," he said. "If Congress is going to adopt a policy, let's adopt a policy and amend the act or not."

Business in Atlanta Shows 30-40% Rise

Special to THE DAILY

ATLANTA, Feb. 18.—Local exhibitors, contacted here yesterday, report that business is 30 to 40 per cent better than at the same time last year.

Jimmy Harrison, head of the Wilby-Kincey Theatre group, which operates the Fox, Paramount and Roxy here, points out that the public is becoming more selective about its movie-going, with improved product the result. Asked if the industry could (*Continued on page* 6)

Session Reported Long and Stormy

Senate Group Deals New Blow to Toll-TV

Follows House Action Asking that FCC Delay Tests Until Congress Authorizes

By J. A. OTTEN

WASHINGTON, Feb. 19—The Senate Commerce Committee dealt another blow today to toll-TV.

Following closely the action of the House Commerce Committee two weeks ago, the Senate group called on the Federal Communications Commission to hold up authorizing subscription television until Congress authorizes it to do so.

The committee's action, observers believe, will put tremendous pressure on the FCC to postpone or call off its proposed toll-TV test, for which it was supposed to start processing applications March 1. The commission was scheduled to meet today to work out a reply to the House committee's (*Continued on page* 2)

Roxy Closing March 2 To Install Cinemiracle

The Roxy Theatre here will discontinue its present operations on Sunday, March 2, in order to install equipment for the Cinemiracle process, it was announced here yesterday. The installation, which will include a new 100 by 40-foot screen, new projection equipment and reapportionment of seating, will take about one month. Seating capacity is expected to be reduced from 6,000 to approximately 2,500.

In mid-April the Roxy will reopen with "Windjammer," the first Cinemiracle production, under a reserved seat policy. There will be no further stage shows at the theatre, the announcement stated.

Brotherhood Campaign Extended for 8 Days

The industry's Brotherhood campaign has been extended another eight days and will now conclude on Sunday, March 2, instead of this weekend, national chairman Alex Harrison announced yesterday.

The extension was made at the request of a majority of Brotherhood Week area chairmen. They pointed out that stormy conditions shut down more than 2,800 theatres or reduced attendance tremendously virtually everywhere east of the Rocky Mountains.

Fraud and Deception at Albany

By MARTIN QUIGLEY

THE Motion Picture Board of Review, an agency of the Department of Education of the State of New York, is charged under the relevant statute with the responsibility of examining motion pictures intended for exhibition in the state. When and if such pictures after review are judged not to be in violation of the provisions of the statute, a license for public exhibition is issued. Fees are exacted for each license issued. The total of such fees required to be paid over amounted, in the last fiscal year of April 1, 1956 to March 31, 1957, to $434,055.50.

The overwhelming percentage of pictures for which licenses are applied are pictures produced and distributed by the principal United States motion picture companies. Every picture submitted for licensing in the state during the past year by these producers and distributors had previously been examined and approved by the Production Code Administration.

This system covering advance study of scripts, conferences with producers and, finally, reviews of the finished pictures, provides a protection in the public interest which never has and never can be approached by any poli- (*Continued on page* 3)

Congress Gets First Bill Banning Subliminal Ads

From THE DAILY Bureau

WASHINGTON, Feb. 19 — Congress got its first bill banning subliminal advertising today.

Introduced by Rep. Wright (D., Tex.), the bill would make it unlawful to use subliminal advertising on television and sets up a penalty for its use. It was referred to the House Commerce Committee.

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from Chicago and the Coast.

•

JOHN MURPHY, Loew's Theatres vice-president; ERNIE EMERLING, advertising director, and HARRY MOSCOWITZ, construction chief, will leave New York today for Houston.

•

WILLIAM SHELTON, Times Film Corp. vice-president in charge of distribution, will leave here by plane tomorrow for Europe.

•

BERNIE SERLIN, of the Warner Brothers home office exploitation staff, has returned to New York from Washington, N. C.

•

ANTHONY AZZATO, director of station relations for NTA Film Network, has left here for St. Louis, Omaha and Wichita.

Industry Executives To Attend Security Meet

From THE DAILY Bureau

WASHINGTON, Feb. 19.—Many top industry representatives will attend the one-day conference on mutual security called for next Tuesday by Eric Johnston, president of the Motion Picture Association of America.

Johnston was asked by President Eisenhower to head up a program to promote support in this country for the President's foreign aid program. The Tuesday conference marks the opening of the program, and will be addressed by President Eisenhower, former President Truman, Adlai Stevenson, Secretary of State Dulles, former Secretary of State Acheson and others.

Industry acceptances include: Leon Ames, president, Screen Actors' Guild; Samuel G. Engel, president, Screen Producers Guild; Edmund Hartmann, president, Writers' Guild of America, West; George Seaton, president of the Academy of Motion Picture Arts and Sciences; Barney Balaban, president of Paramount Pictures; Ernest G. Stellings, president, Theatre Owners of America; Leopold Friedman, president, Loew's Theatres; Sol A. Schwartz, president, RKO Theatres; and John C. Daly of American Broadcasting Co., representing Leonard H. Goldenson, president, ABC.

New Blow to Toll-TV Dealt

(*Continued from page* 1)

resolution, but the meeting was called off. With Washington almost snowbound during the past four days, the commission has been operating on a skeleton level and no agenda was ready for a meeting today. The commission is expected to meet tomorrow, however.

The Senate committee's action today took the form of approving a resolution saying it was the sense of the Senate that the FCC should not, "without specific authorization by law," license toll-TV. No count of today's vote was given, but it was understood that it was close and that it followed a long and stormy executive session. The resolution must now be presented to the Senate, but Chairman Magnuson (D., Wash.) said it will be held up for two weeks in order to allow time for a minority report to be filed, if the committee minority wishes to file one.

Would Not Bind Committee

In order for the resolution to come up on the Senate floor, it must be scheduled by the Senate Democratic Policy Committee, headed by Senate majority leader Johnson (D., Tex.). Many observers feel the resolution will never reach this stage. Even if the Senate did approve it, it still would merely express the sense of the Senate, and would not be binding on the committee, as actual legislation would. Some observers today felt that the impact of the committee action would be just as great, and that the FCC would probably have to act one way or the other before the Senate itself would have a chance to vote.

The resolution approved by the committee was introduced in the Senate almost a month ago by Thurmond and was co-sponsored by five other committee members and an additional senator not on the committee. It was brought up shortly afterward at an executive session of the committee and referred to the Communications Subcommittee. When the subcommittee sent it back to the full committee two weeks ago, it was debated and then set for a vote at today's executive session of the full committee membership.

Magnuson reported there was a hand vote on the resolution and that some proxies were voted. Those known definitely to have supported the resolution were, in addition to Thurmond, Senators Butler, Lausche, Payne, Potter and Smathers, who were the original co-sponsors.

No House Okay Required

The House Commerce Committee resolution, on which the FCC was supposed to have acted today, does not require House confirmation. It simply said it was "the sense of the committee" that the FCC should not authorize toll-TV without specific amendment to the Communications Act. The Thurmond resolution, on the other hand, declared that it is "the sense of the Senate" that the FCC hold up, and therefore technically needs Senate action.

Before the final vote this morning, the Senate committee amended Thurmond's resolution to exclude community antennae systems and wire or cable toll-TV programs.

Senator Yarborough (D., Tex.) offered an amendment to the resolution to permit toll-TV on UHF stations, but this was voted down by the committee, Magnuson said.

Adler Coming

(*Continued from page* 1)

eral sales manager Alex Harrison, among others.

Also under discussion will be final plans for the national release of "The Long, Hot Summer" and "The Young Lions." Openings in New York and around the nation will be finalized at the week-end meetings.

Split Frame Process

(*Continued from page* 1)

96th Street and Broadway, and it is planned, according to Morris, exhibit the process to the trade in about two weeks.

In development for several years, the method consists in splitting the negative photograph vertically into halves and printing the two sections in tandem. Such a print is projected with a special optical attachment which rotates the sections so that they are restored to their original relationship, but producing a screen image of 3-to-1 ratio.

Services for Boomer In L. A. on Friday

From THE DAILY Bureau

HOLLYWOOD, Feb. 19.—Funeral services for Roy Boomer, 67, former executive secretary of the Theatre Equipment and Supply Manufacturers Association, will be held Friday at 3 P.M. at the Utter-McKinley Mortuary in Los Angeles.

Boomer, who first became associated with exhibition in the 1920's as a film salesman and later as a theatre executive, was at one time sales manager for Motiograph, Inc., in Chicago. He was named executive secretary of TESMA following its reorganization at the end of World War II, and retired in 1954. His wife, Charlotte, survives.

AFM Walk

(*Continued from page*

ing, in addition to the p named producers, Allied Arti Disney and Universal. The la companies currently have no with AFM.

It is reported that the point of difference was the payments to be made to AF bers for theatrical films show

Queried regarding possibl ing of the California studios, Petrillo, president of AF "There is no plan at this tim pickets at the studios."

Film, Equipment E $43,476,260 in '5

From THE DAILY Bure

WASHINGTON, Feb. exports of motion picture equipment were valued at 260 in 1957, about 2 per ce the record levels of 1956, t merce Department reported. in 1956 were valued at $44

Film chief Nathan D. Gol a slight increase in shipm equipment was more than a decline in rawstock shipm in shipments of exposed film



ASK YOUR THEAT
TO BRING HER BA
In this Centennial Year of L
20th Century-Fox's
THE SONG O
BERNADETT
starring Miss Jennifer J
**Cannot be seen on TV!*

This ad will reach the 76.8 million of LIFE, LOOK, SEVENTEEN, G HOUSEKEEPING and 10 more top pu

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herma Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, Ne Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Preside J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almar Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $ Single copies, 10c.

F's Board organized

By WILLIAM PAY

DON, Feb. 19 — Reorganiza- the board of the government- l British Lion Films, Ltd. was ed here today by Douglas board chairman. He said the as taken to "meet the chal- f present day conditions."

y appointed directors are in- nt producers John Woolf, Launder, Sidney Gilliat, Roy and John Boulting. David will continue as managing

xclusive' Pacts to Four

pairs of producers, Launder, and the Boulting brothers, se producing for their own es and make all their future clusively for British Lion, it ed. Woolf will continue pro- as an independent entity with distributed as before in as- with British Lion.

statement issued today Col- he believes the action is a unique step forward as the f British production lies with lents, which the new board tinue to encourage."

leeting Feb. 26 on Soviet Agreement

om THE DAILY Bureau

HINGTON, Feb. 19.—The ting to discuss the sale and of motion pictures under s of the recent U. S.-Soviet agreement is scheduled for in Washington.

ohnston, president of the Mo- ure Association of America, esent the industry in these ry negotiations. He will be ied by MPAA vice-president etzel and Kenneth W. Clark. ons for the Russians will be d by a representative of tfilm, but as yet no one has ed to the job.

Holiday' to Bow 7 in Miami Beach

Artists' "Paris Holiday" e its American premiere at h Theatre, Miami Beach, on

Hope, star as well as pro- the comedy, will attend the and also will be on hand the day when it begins regular ents at the Beach, the Olym- atre, Miami, and the Gables Coral Gables.

el Leaves WB

Frankel, New York secretary . Warner, president of War- hers, leaves her post tomor- has been with the company years.

Fraud and Deception at Albany

(CONTINUED FROM PAGE 1)

tically consituted censor board. The pictures produced under this system are the pictures which substantially predominate in the theatres throughout the state of New York.

It therefore is to be noted that a heavy burden of cost is laid upon American producers, yet nothing whatsoever is gained for the welfare and protection of the public. Whatever was needed to be done to have screen entertainment aligned to reasonable moral and social standards already has been done. Still, a bureaucratic arm of the state authority fatuously grinds on in a waste of time and money.

Aside from the pictures produced by the leading producing organizations and individuals, there are infrequent appearances of domestic pictures apparently aimed deliberately to attract lurid and sensational attention. Such pictures either have not been submitted to the industry's system of self-regulation or, having been submitted, have failed to receive a certificate of approval. In addition, there is an increasing volume of foreign pictures. Some of these do not seek to qualify for approval and some fail to qualify for approval.

* *

If the censoring agency of the Department of Education was rendering or was able to render any useful service it would be in connection with such pictures. But its record here is one of continuing inutility and ineffectiveness. A case in point is a picture of foreign origin currently showing in New York under the title, ". . . and God Created Woman." Here is a picture which by any reasonable test is obscene, indecent, immoral and prurient. With the doors of a theatre showing this film open to youth, the officials of the state and the city allow themselves to be seriously handicapped in any and all efforts toward lessening juvenile delinquency. The showing of this film has been made legally possible by a license of the Motion Picture Division of the Department of Education of the State of New York.

These startling facts are plainly in view:

The present operation of the censoring agency of the state is in one respect a wholly useless and wasteful activity; but even more significantly in its failure to deal effectively with films of obviously prurient intent and execution it is practicing a fraud and deception upon an uninformed public which has been allowed to assume that the state is exercising a watchfulness over the moral and social influence of motion pictures.

The unjust economic burden on legitimate producers should be lifted. It is absurd that the state's official censoring agency should continue to go through the motions of examining motion pictures which already have received a far more thorough, painstaking and expert study than possible in the case of any such censor board.

* *

It is cruel and dangerous for the censoring agency to be allowed to continue to go through the motions of seeming to apply a supervision over maverick product when as a matter of fact it has proved itself to be either unwilling or unable to apply any such supervision.

It is true that under judicial decisions of recent years politically constituted censor boards are in dismay and confusion as to what authority, if any, they have for the purpose of discharging the obligations they have assumed.

But this fact is no reason or excuse for the continuance of what is clearly a fraud and deception. Political censorship is dead even though its cold hand still reaches out for heavy taxes levied upon the already over-burdened legitimate producers. It should be promptly buried and forgotten. The film licensing regulation as presently conducted is nothing short of a case of obtaining money under false pretenses.

Panel Discusses Industry At Meeting in Dallas

Special to THE DAILY

DALLAS, Tex., Feb. 19.—Robert J. ("Bob") O'Donnell, vice-president of Interstate Theatres, reminisced about his many experiences in the entertainment industry from early vaudeville to exhibition practices today at a special affair sponsored by the Executive Secretaries of Dallas at the Dallas Club last night.

Don Hartman on Program

The evening's program revolved around all phases of the film industry. Don Hartman, producer; Bill Williams, 20th Century-Fox branch manager; and Virgil Miers, "Time Herald" amusement editor, also spoke on their activities.

DeMille Films Not Part Of Para. Sale to MCA

From THE DAILY Bureau

HOLLYWOOD, Feb. 19 — Cecil B. DeMille, who is half-owner of each of the twelve features he has made for Paramount release, said yesterday that those pictures are not included in Paramount's sale of its pre-1948 library to Management Corporation of America.

Denial Is Emphatic

"I have not sold any pictures to anyone," DeMille commented. "I don't say that I will not sell them, but I have not sold them to date." In any event, one of the group not to be sold will be the 1937 "The Buccaneer," which DeMille has just re-made in VistaVision and Technicolor.

Ticket Prices Continue Rise

From THE DAILY Bureau

WASHINGTON, Feb. 19 — Motion picture theatre admission prices continued to rise in 1957, continuing the post-war pattern and reaching an all-time high in the last quarter of the year, according to the Bureau of Labor Statistics.

In 1957 the combined price index for adults and children was 130.5, compared with a combined 1956 index of 124.7. The index for adults was 132.3 in 1957, 127.2 in the previous year; for children, 119.0 in 1957 and 111.1 in 1956, the BLS said.

The figures for the 1957 December quarter were 134.5 for the combined index, compared with 126.8 for the similar quarter in the previous year. The adult index was 135.9 in the 1957 quarter and 129.1 in 1956. For children, the index rose from 113.9 in 1956 to 124.2 in the last quarter of 1957.

BLS bases the index on prices charged between 1947 and 1949, which represent 100.

Mantle Heads New Rank Branch in St. Louis

Rank Film Distributors of America has established a new branch office to cover the St. Louis territory and has appointed Clifford M. Mantle as branch manager, it was announced here yesterday by Irving Sochin, general sales manager for RFDA. The new office is the 16th RFDA branch in the United States.

Mantle, who will report to RFDA regional manager Sam Gorelick in Chicago, assumes his new post immediately. Mantle formerly was associated with 20th Century-Fox, Mack Enterprises, Film Classics and Columbia Pictures since he entered the motion picture industry following World War II.

Cites 'Oscar' Nominees For Congress' Record

From THE DAILY Bureau

WASHINGTON, Feb. 19.—This year's Academy Award nominations were entered in the Congressional Record today when Senator William F. Knowland of California reported to his colleagues on the Senate floor "about a great industry in my own state—Hollywood and its motion pictures." Senator Knowland described the competition for awards as "the one election in which everybody wins."

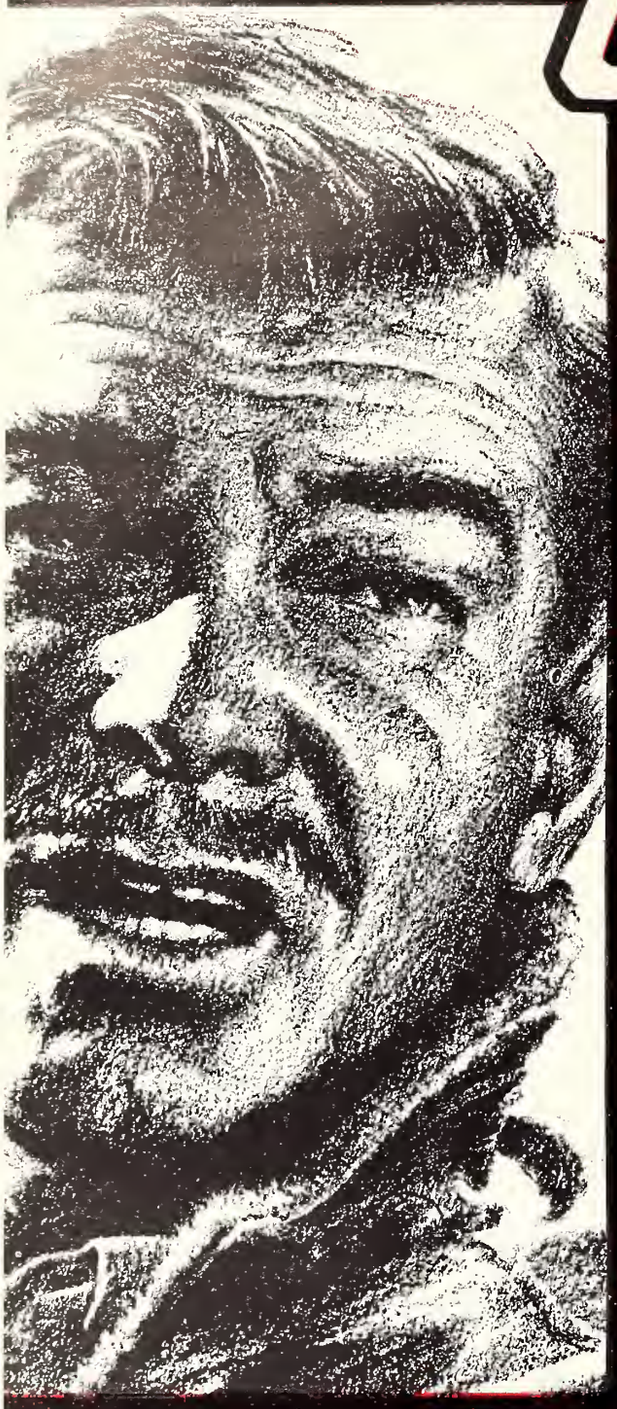
'Peyton' Big $28,135

Jerry Wald's "Peyton Place" opened to an "outstanding" $28,135 in 27 RKO Theatres throughout New York and Brooklyn on Tuesday despite near freezing temperatures, 20th Century-Fox announced yesterday.

HECHT, HILL and LANCASTER Present

GABLE AN

IN ON
BIGGES
ATTRACTION





RUN SILENT

Featuring JACK WARDEN · BRAD DEXTER · DON RICKLES · NICK CR

Directed by ROBERT WISE · Produced by HAROLD HECHT · Associate Producer WILLIAM

THE BIG ON

LANCASTER

OF THE BOXOFFICE OF ALL TIME!



RUN DEEP

Play by JOHN GAY · Based on Novel by Commander EDWARD L. BEACH

Photographed by RUSSELL HARLAN A.S.C. · A JEFFREY PRODUCTIONS, Inc. Picture

FOR EASTER...

THRU UA

FEATURE REVIEWS

Portrait of an Unknown Woman

Sirius Films—U-I

The main plot situation in "Portrait of an Unknown Woman," a German film being distributed in this country by Universal, is one that, once a writer had set it up, could just as easily have been resolved as either tragedy or farce.

Briefly, the idea is this: A young married woman on a holiday alone in Paris is observed in a theatre by a bohemian artist who is so attracted by her face that he sketches her features on his program. Later, in a moment of caprice, he attaches the face to the body of a nude he has been painting.

Meanwhile the "unknown woman" has returned to Madrid, where her husband is a prominent diplomat. Shortly afterwards a political enemy of her husband secures the compromising painting and seeks to use it to blackmail the husband—but without success. A scandal ensues; the lady's reputation is stained; and her husband is advised to divorce her in order to save his diplomatic career. The married couple thereupon set out to find the painter and force him to admit the truth.

Now that is the kind of situation that a Frenchman, say, would treat as a lark while other writers, more serious-minded, would turn it into a tragic tale. Surprisingly the German writer of this film, Hans Jacoby, has settled on the former approach. Or rather he has made it a fanciful romance in which the heroine is soon pursued by both the painter and her now estranged husband. Which one of the two she will end up with becomes the major issue at hand.

Art theatre audiences tend to be critical, and some of them will notice that the pace of Helmut Kantner, the director, starts to sag about half way through. On the other hand few audiences should fail to find compensation in the attractive personalities and performances of the picture's stars—Ruth Leuwerik and O. W. Fischer. Playing the "unknown woman," Miss Leuwerik has a wistful air about her that is hard to resist. And Fischer, as the painter, is most debonair.

The picture is being made available to exhibitors here in two versions—one with subtitles (for art houses) and the other dubbed into English.

Running time, 86 minutes. Adult classification. Release, not set.

RICHARD GERTNER

WHEN YOU NEED SPECIAL TRAILERS
That Are The Fastest And The Very Bestest You Can't Beat Dependable
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue
FILMACK

Stakeout on Dope Street

Warner Brothers

Warner Brothers is acting as distributor for this independently made, low budget exercise on what can happen to three teenagers who try to sell two pounds of heroin they find by accident. "Stakeout on Dope Street" has a good deal of drive and vitality in its crisp black and white photography and in a fairly progressive jazz background score. And, except for a protracted flashback in which an old "junkie" recalls the terrors of "cold turkey" withdrawal from the narcotics habit, its simple story line moves ahead with pace, if not many surprises.

Yale Wexler, Jonathan Haze and Morris Miller are seen as the three no - better - nor - worse-than average teenagers who quite by chance find a can containing two pounds of uncut heroin in a garbage dump. Knowing that both the police and the underworld are after the can, the kids set about to sell the stuff in order to realize their various dreams: Wexler to be able to get married and go to art school, and Miller and Haze to buy sports cars and fancy clothes.

They contact an old junkie, Allen Kramer, who starts peddling the stuff for them. Wexler has some qualms about the entire business, but the other two persuade him to stick with them. The underworld forces and the police eventually close in on them almost simultaneously, and the boys realize the errors of their ways, but only after the hoods have thoroughly beaten up both Miller and Haze.

Andrew J. Fenady produced and Irvin Kershner directed from a script by Irwin Schwartz, Kershner and Fenady. The performances by the cast of unknowns are adequate. Richard Markowitz composed and conducted the score, played by the Hollywood Chamber Jazz Group. The nature of the subject matter requires an adult rating.

Running time, 83 minutes. Adult classification. Release, in April.

VINCENT CANBY

Business in Atlanta

(*Continued from page* 1)

continue to maintain this improvement, Harrison said that it not only would "hold its own but continue to improve."

Howard Rutherford, manager of Loew's Grand, where "Raintree County" is currently holding forth, reports that "the quality of current product is definitely on the up-grade" and cites a marked increase in weekly attendance over last year. Loew's recently concluded a four-week run with "Don't Go Near the Water."

Manager Bob Moscow of the Rialto Theatre is still jubilant over the recently-completed seven weeks' engagement of "Old Yeller" at his theatre.

Television Toda

Sees the 'Undermining' Of Free-TV by Pay-TV

Special to THE DAILY

SAN FRANCISCO, Feb. 19 — The "cash-and-carry" policy now being whooped up by the promoters of pay-TV could very well undermine the present free system of television by reducing the potential audience and correspondingly weaken the nation's economic program, said Donald H. McGannon, president of Westinghouse Broadcasting Co., here today, in a speech before a luncheon meeting of the Advertising Club of San Francisco.

Calls It Everybody's Problem

"Too many people regard subscription television as somebody else's problem, as something that will have no effect on them beyond the decision whether or not to pay for one of the things in their home," McGannon said. "Pay-TV is the problem of every person in this country, whether or not he subscribes: in fact, whether or not he watches free commercial TV," and he added:

"We cannot wish away by subjective thinking the fact that pay-TV is technically and economically possible. The services that free television can render in the informational field are made possible directly or indirectly by advertising revenues. These services, such as news, special events, and supporting of great national causes and public service programming in general would suffer radically or be non-existant in a cash-and-carry atmosphere of subscription television."

Defends Advertising

McGannon bitterly assailed the philosophy of toll-TV proponents that "broadcasting advertising is generally distasteful and costly to the consumer."

Advertising is not expendable nor a garnishment of business, but is an essential ingredient of American economy, he stated.

To Ask More CBC Data On 'Subliminal' Trial

Special to THE DAILY

ALBANY, N. Y., Feb. 19—Commenting on a MOTION PICTURE DAILY story, from Toronto, that an experiment with subliminal projection on the Canadian Broadcasting Corporation's television network indicated the new technique is "ineffective," Assemblyman Bentley Kassal, Manhattan Democrat, today said he would write CBC to inquire whether viewers were alerted about the use of a "telephone now" message. It was flashed on the screen 352 times—alternately at one-fifth of a second, and at one-half of a second in duration. Scanners were requested to report their reactions.

Assemblyman Kassal, introduced on Jan. 22 a bill prohibiting t tion upon a motion pictu during a film, of any oth motion picture designed t nicate an idea or message t conscious or unconscious the audience, unless 30 mi thereto the same message dibly or visibly transmitted, adequate announcement w at such time that the aud being "subjected" to subli ception.

Kassal also presented t tions, one creating a joint committee to study the n extent of the new advertisi que. The other memorialize and the Federal Comm Commission to study subli ception, to ban its employ ing enactment of remedial

Kassal likewise will ask C er the "proper" subliminal was utilized, and whethe were told, later, of the "flash second "might explain" why than 500 viewers replying felt compelled to "do s many reporting an urge t eat.

Who's Wh

Michael Gray has joine Gems' publicity departmen sumer press editor, it was a by **Gene Plotnik,** publicity Gray has resigned from TV syndicated newspaper servi he was associate editor an writer.

□

Warren Steibel has joi Spot Sales as a sales prom cialist, it was announced **Fromm,** manager of adver promotion for NBC Spot Sal formerly was manager of e for California National P and also managed advertisin motion for the NBC Opera tour. From 1951 to 1954 presentation and copywriter and Rubicam.

□

John S. Logan has been an account executive for Spot Sales, Detroit, effecti day, it was announced by **Hayes,** general manager of station representative or Prior to his present assignm was a member of the sal WWJ, Detroit, and before salesman for several Detroit

□

Elmer W. Lower, direct cial projects for CBS News appointed director of ope was announced by **Sig Micke** president of the Columb casting System, Inc., and ge ager of the CBS News Divi

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 36 NEW YORK, U.S.A., FRIDAY, FEBRUARY 21, 1958 TEN CENTS

ngs

s Progress Halting t-48 Sales

n Letter Reports als Contemplated

JAMES M. JERAULD

a series of conferences with mpany heads, Ernest G. Stel- sident of Theatre Owners of feels "greatly encouraged" prospect that post-1948 films cept off television for a long come, he told the trade press erence at TOA headquarters erday.

gs has seen Barney Balaban, t president, who has told Paramount will not make (Continued on page 4)

las Loss; Hopeful pcoming Period

pia Pictures had a net loss, s, of $393,000 for the quar- Dec. 28, 1957, and a loss of for the first six months of s in the current fiscal year, pany reported yesterday. the second half of the year d to show "considerable im- Continued on page 4)

nate J. B. Rosen ead Cinema Lodge

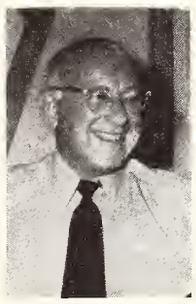
B. Rosen, Universal Pictures branch manager, has been d as president of New York's Lodge of B'nai B'rith to suc- ert K. Shapiro, it was an- yesterday following a meet- the nominating committee. are to be held at an open- Continued on page 4)

levision oday Page 4

DeMille Given Fame Award; Stresses Value of Reissues

(Picture on Page 2)

The enormous values stored in the vaults of the motion picture industry can be its salvation, Cecil B. DeMille declared yesterday. The veteran producer of "The Ten Commandments" which this week will pass the $20,000,000 mark in gross rental to Paramount, was presented with the 1958 FAME Award of Achievement by Martin Quigley at a reception in the company's executive dining room.



C. B. DeMille

"The classics of the screen have created the 'Fame' of this industry," DeMille declared. "My advice to the industry is to get over its inferiority complex. In fact get rid of the deprecatory term 'reissue.'

"Nobody says they are going to 'reissue' Hamlet or Lohengrin on the stage," he declared. "To think of these great pictures as 'reissues' is to condemn them to second rate treatment. They deserve first rate treat- (Continued on page 2)

FCC's Toll-TV Meeting Off Until Wednesday

By J. A. OTTEN

WASHINGTON, Feb. 20.—The absence of three of the seven Federal Communications Commission members caused the FCC again to postpone coming to grips with Congressional demands for a halt to the projected toll-TV tests.

The commission was scheduled to (Continued on page 4)

Decision Deserved in AB-PT Theatre Bid

Justice Edmund L. Palmieri reserved decision on American Broadcasting-Paramount Theatres' bid to re-acquire the Grove Theatre in Elgin, Ill., during a hearing in New York Federal District Court here yester- (Continued on page 4)

Lichtman, Industry Veteran, Dies Suddenly in Hollywood

From THE DAILY Bureau

HOLLYWOOD, Feb. 20—Al Lichtman, former soldier, usher, actor, master film salesman, producer and company president, died this morning at his home as a result of a heart attack.

Lichtman had been an outstanding figure in the motion picture industry from the time he convinced Adolph Zukor in 1912 that Sarah Bernhardt's "Queen Elizabeth" could be sold as a road-show at regular legitimate theatre admission prices. It was an outstanding feat of (Continued on page 4)



Al Lichtman

Industry Executives Mourn Al Lichtman

Many expressions of sorrow at the death of Al Lichtman were made yesterday by prominent industry executives. Some of them follow:

Spyros P. Skouras, 20th Century-Fox president: "Al Lichtman was synonymous with motion pictures. His death is such a deep and moving loss to me that I can only express the feeling that immediately wells up inside of me. Losing Al means losing an older brother—someone who has (Continued on page 5)

'In Principle'

Allied, ITOA, MMPTA Okays B-B Program

Agree for Campaign to Be Conducted thru COMPO

Endorsement in principle of the industry business-building campaign, already approved by the Motion Picture Association of America and Theatre Owners of America, was expressed yesterday by Allied States Association, Metropolitan Motion Picture Theatres Association and Independent Theatre Owners Association at a meeting in the MPAA board room here.

The endorsement was given immediately following a presentation of the plan by Paul N. Lazarus, Jr., chairman of the MPAA advertising and publicity directors committee, and Abe Montague, representing MPAA and the COMPO triumvirate, to the following exhibitor representatives: (Continued on page 2)

Tells Cinerama Plans At Brussels Exposition

Cinerama will be the only paid U.S. film attraction to be presented at the Brussels World's Fair beginning April 17, it was announced yesterday by Nicolas Reisini, president of Robin International, Inc., whose subsidiary Cinerama International has exclusive rights to Cinerama showings abroad, at a luncheon in the Crystal Room of the Savoy Plaza.

The Cinerama showings will be (Continued on page 2)

Sarnoff Asks Anti-Trust Rules Clarification

Special to THE DAILY

ATLANTA, Feb. 20.—Brig. General David Sarnoff, chairman of the board of the Radio Corporation of America, declared here today that there is a pressing need for clarification of "the legal rules of the game in business," particularly as they apply to anti-trust action. Sarnoff was (Continued on page 4)

PERSONAL MENTION

NORTON V. RITCHEY, president of Allied Artists International, and EDWARD MOREY, Allied Artists vice-president, will leave New York at the weekend for Hollywood.

•

B. G. KRANZE, vice-president of Stanley Warner Cinerama, left New York yesterday for Havana.

•

JOHN HUSTON, producer, has left New York by plane for Aechambault, French Equatorial Africa.

•

MARTIN QUIGLEY, Jr., and MRS. QUIGLEY announce the birth on Wednesday of a son, JOHN SCHOFIELD.

•

ERSKINE CALDWELL, author of "God's Little Acre," will arrive here on Monday from Hollywood.

•

SAM ZIMBALIST, producer, will return to New York today from London via B.O.A.C.

Salesmen Begin 3-Day Meet at Dallas Today

Special to THE DAILY

DALLAS, Tex., Feb. 20.—Discussions of recent cutbacks in sales forces by some of the major distributors are one of the top factors on the agenda of the convention of the Colosseum of Motion Picture Salesmen, which gets underway here tomorrow at the Adolphus Hotel. Election of officers is also to be held at the three-day convention.

R. L. Mealand, Former Paramount Official, Dies

OLD LYME, Conn., Feb. 20.—Private funeral services will be held here tomorrow at Jewett's Funeral Home for Richard Lewis Mealand, 54, novelist, short story writer and former Paramount production executive, who died yesterday at his home here after a long illness.

Mealand joined Paramount in 1939 as Eastern story editor following 13 years in newspaper and magazine work. In 1944 he was named head of the story and writing departments at the company's Hollywood studio.

He retired in 1946 to resume his independent writing career, but in 1951 was persuaded by Paramount to rejoin the company as European production representative, with headquarters in London. Illness necessitated his final retirement in 1956.

B-B Program

(*Continued from page* 1)

Wilbur Snaper, Allied; Solomon Strausberg, Leslie R. Schwartz, Emanuel Frisch, Harold Rinzler, Harry Goldberg, Eugene Picker and Phil Harling, MMPTA; Mort Sunshine, Harry Brandt, Martin Levine, Tom Rodgers and Edith Marshall, ITOA.

Immediately after the meeting, the ITOA group held a caucus, after which Brandt reported to the full meeting that his group was unanimous in endorsing the plan and would move immediately to get complete endorsement of the ITOA membership. He expressed confidence that the endorsement would be forthcoming immediately.

Snaper approved the plan as presented and reported that the Allied board of directors at their recent annual meeting in Louisville endorsed the plan in principle. In response to a question, he said that "over-all endorsement by Allied is assured. I will immediately contact by telephone president Horace Adams in Cleveland and Abram F. Myers, and give them a complete report on today's meeting."

Myers, Adams Reply

Replying to the Snaper call Myers and Adams later issued jointly the following statement:

"Having heard Wilbur Snaper's excellent report on the business building meeting we are convinced that the plans revealed there conform in general to the views many times expressed by Allied States in favor of an all-out industry attack on the box-office recession.

"In our opinion the first order of business for the next year should be to get the patrons back in the theatres. So believing, we will recommend to Allied's directors and to the affiliated regional organizations that they get behind the plan and give it their enthusiastic support."

Strausberg, speaking for the executive committee of MMPTA, said that the committee has approved the plan and will immediately recommend it to the Association's board.

COMPO Supervision Expected

It was the unanimous decision of those attending that the campaign would be conducted through COMPO.

Ernest G. Stellings, president of TOA, who came here from North Carolina to attend the meeting, explained that he and Montague had worked out a plan for the organization of the campaign. This organization will consist of a sponsoring committee, an executive committee, an operating committee and an executive coordinator in the person of Maurice A. Bergman.



M.P. DAILY picture

The FAME Award of Achievement plaque presented yesterday to Cecil B. DeMille by Martin Quigley.

Ad-Publicity Depts. Realigned at Warners

Benj. Kalmenson, executive vice-president of Warner Bros. Pictures, issued a statement here yesterday confirming previous reports that the company will not fill the post of vice-president of advertising and publicity recently vacated by Robert Taplinger. Instead the company's advertising and publicity staff will function under their respective department heads, Kalmenson said.

Meyer M. Hutner, national publicity manager, and Charles Cohen, home-office advertising manager, will maintain their headquarters at the company's executive offices here. Gilbert Golden, national advertising manager, and Bill L. Hendricks, studio publicity manager, will continue their operations from the Warner Bros. studios in Burbank, Cal. An assistant to Hutner will be named shortly to head the New York publicity staff.

Tells Cinerama Plans

(*Continued from page* 1)

presented in a pre-fabricated all-aluminum theatre, which is now being built at a cost of $300,000 in the amusement section of the Brussels fair grounds. The feature attraction will be a compilation of three Cinerama productions—"This Is Cinerama," "Cinerama Holiday" and "Seven Wonders of the World"—and will be approximately one hour in running time.

There will be seven or eight Cinerama showings daily, Reisini said.

AA Dividend 13¾c

Allied Artists Pictures announced yesterday that a dividend of 13¾ cents per share on the company's 5½ per cent cumulative convertible preferred stock will be payable on March 15, to stockholders of record on March 3.

Cecil DeMil

(*Continued from page* 1)

ment, and we can get more n for them if they are presented erly in theatres than we can by ing them to television.

"This could even extend to of the great silent pictures. could be properly presented special equipment running at 6(a minute.

"Television should have show the value of reissues. This ind will not have come of age unt make a determined effort to kee own best efforts alive."

Presenting the Award, Q stressed its professional nature claring that it was a tribute from who know the industry as journ The Award is presented each ye the editors of FAME to the p judged to have made the most nc contribution to the industry d the preceding year. The citatic the silver plaque presented to Mille reads "in recognition of a tacular career in motion picture duction crowned with an hi landmark — 'The Ten Comm ments'."

Praised by Balaban

Barney Balaban, president of mount, thanked Quigley for the to DeMille and declared that th ducer has been "a pillar of str to Paramount and to the industr

In addition to the press those ent included Jerry Pickman, Perkins, Sid Blumenstock, Davis, Gordon Lightstone, F Holman, Phil Isaacs, Sidney De Herb Steinberg, Burt Char Morris Lefko, and Arthur Israel

Hyman to Report on 'Orderly Release' St

Edward L. Hyman, vice-pre of American Broadcasting-Para Theatres, will make a further on distributor performance to d properly spacing release of q pictures at a luncheon meeting company's home office dining next Tuesday.

Hyman recently returned fi series of meetings with exhibit various parts of the country at orderly distribution was discus

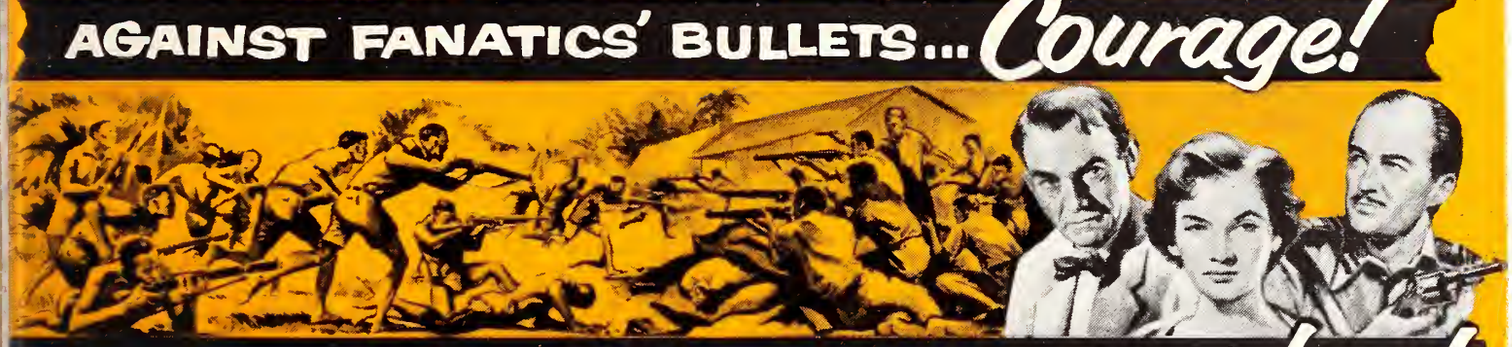
NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • CI 6-4600
"THE BROTHERS KARAMAZO
starring YUL BRYNNER
MARIA SCHELL • CLAIRE BLO
An M-G-M Release • In METROCOL
and SPECTACULAR STAGE PRESENTATION

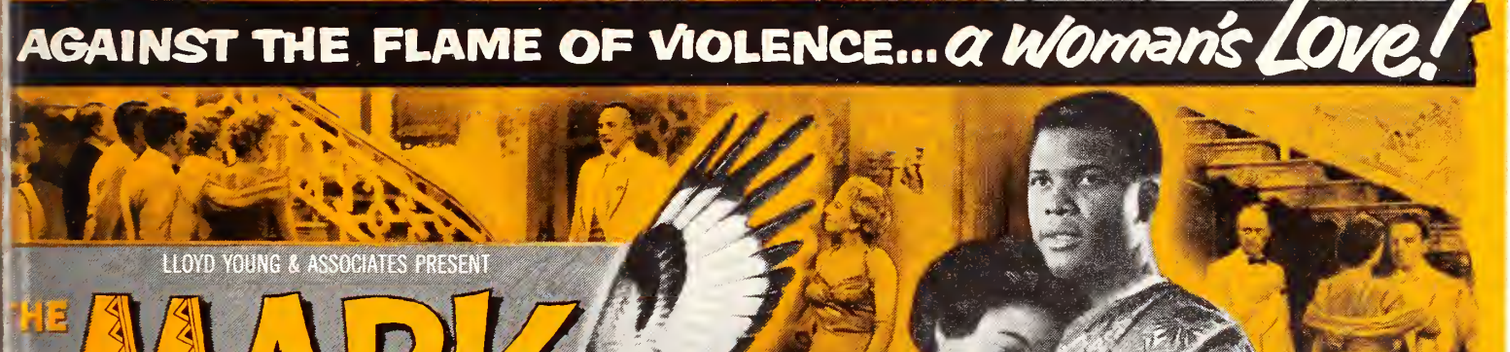
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisin published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.



AGAINST AFRICA'S *VOODOO* TERROR... *Faith!*



AGAINST FANATICS' BULLETS... *Courage!*



AGAINST THE FLAME OF VIOLENCE... *a Woman's Love!*



LLOYD YOUNG & ASSOCIATES PRESENT

THE MARK OF THE HAWK

ACTUALLY FILMED IN THE HEART OF THE DARK CONTINENT!

TECHNICOLOR® SUPERSCOPE

Starring

SIDNEY POITIER · JUANO HERNANDEZ · JOHN McINTIRE

and **EARTHA KITT**

Directed by MICHAEL AUDLEY Screenplay by H. KENN CARMICHAEL

Produced by LLOYD YOUNG · A Universal-International Release

Television Today

Post-'48 Films

(*Continued from page 1*)

post-1948 films available for television "for the foreseeable future, if ever." He also told him that he hoped "none of the other producers or distributors will dispose of their pictures to free television."

The TOA head has also conferred with Spyros P. Skouras, president of 20th Century-Fox; A. Montague, vice-president in charge of Columbia distribution; Joseph R. Vogel, president of Loew's, Inc.; and Robert S. Benjamin, chairman of the United Artists board.

Will Continue Next Week

The conferences are to be continued next week with other companies.

The general attitude of distribution heads has crystallized in recent weeks, and there is reason to believe that companies handling pictures for independent producers and stars will try to convince them further TV sales will not be for their own good or the good of the industry, Stellings said.

In a letter to Stellings stating his position, Balaban pointed out that Paramount's recent sale of pre-1948 films had not included the entire backlog. The company will continue distribution of a portion of its old films as re-issues. These re-issues will be withheld from television for "a period of time sufficient to enable those exhibiting them theatrically to obtain their fullest benefit," Balaban wrote.

Seeks 'Maximum Potential'

"As for 'orderly distribution' of pictures," he wrote, "I can say only what seems to me to be obvious. No film executive would deliberately be guilty of 'disorderly distribution.' He is interested in the proper exploitation and handling of his fine product to its maximum potential so that he might continue to have other fine product to continue to exploit and handle properly.

"In keeping with this effort, we, as you, must be mindful of such things as possible duplication of themes, duplication of stars, competition for preferred playing time and the availability of stars for exploitation purposes, within certain time limits. Exhibitors should bear in mind that the character of our business has changed. We have large numbers of independent producers (many of whom are stars who act in their own pictures) and they are entitled to, and do, express their views as to when they want their pictures released and how they want them distributed.

Points to Company Record

"I believe Paramount's record is outstanding in this respect. I am sure you will immediately appreciate this fact when I remind you that we made 'Gunfight at the O.K. Corral' available to the theatres of America in June of 1957 and 'The Sad Sack' early in December, 1957."

Balaban reminded Stellings that he believes "there is so much room for good pictures in the present market that he has instructed the studio head to make every good picture possible regardless of their number."

No overall budget was placed on the amount to be spent, he added. These pictures will be for release in 1959 and 1960.

FCC Toll-TV Meet

(*Continued from page 1*)

take up at its meeting today the resolutions of the House and Senate commerce committees, calling on the FCC to forget about toll-TV until Congress specifically authorizes it. However, Commissioners Mack, Lee and Ford were absent, and the commission put the subject off until its next meeting, next Wednesday.

Several of the commissioners are indicating privately that they do not feel there is any urgency for commission action. The commission last fall said it would not start processing applications before March 1, but so far only one application has been filed, and indications are that the commission feels the information in that one petition, from a Philadelphia UHF station, is not complete. However, some other members point out that interested broadcasters might be holding off to see what the commission does with the Congressional resolutions.

Sarnoff Asks

(*Continued from page 1*)

invited to deliver the keynote address at a meeting of the American Bar Association's Section of Judicial Administration and spoke on the subject, "An Executive Looks At The Courts."

In his address, Sarnoff proposed the creation of an official Bureau of Economic Intelligence "possessing adequate powers, personnel and facilities to supply expert and impartial analyses of business practices and their economic effects upon industry and the public."

He also recommended firmer guarantees of adequate court review of major decisions by administrative agencies, and "reasonable controls and limitations" on so-called "discovery" procedures in private anti-trust litigation which, he said, drain the energies and finances of business organizations.

Selectivision Speech

Bernard L. Goldenberg, assistant to the president of Selectivision, Inc., will be guest speaker at the National Television Film Council's next luncheon meeting at the Hotel Warwick here next Thursday, and will discuss the subscription television company's plans.

Al Lichtman Dies in Hollywoo

(*Continued from page 1*)

salesmanship at a time when single-reel pictures were still the rule and producers were arguing that anything longer would be unpopular.

Years later, he performed another historic feat of salesmanship by handling the distribution of "Gone With the Wind" for M-G-M at 70 per cent of the gross and a profit guarantee for exhibitors.

Lichtman came to this country in 1898 from Hungary where he was born April, 1888. He took on odd jobs. First he carried trays of water glasses in Tony Pastor's theatre on 14th Street. Then he became an actor and went from the stage into the U.S. Army. He already had had experience as a film salesman when he sought out Zukor in his office in the old Times Building.

Activities Were Diverse

One of his early sales jobs was with Charles Pyle of bunion derby fame selling lobby display frames for film theatres in Chicago. Later he went to work for the Powers Motion Picture Co., which produced a one-reel film each week. He wrote scripts and ads, sold the film, supervised directors and arranged for territorial franchises.

James O'Neill, father of Eugene O'Neill, came to him with a proposal that "The Count of Monte Cristo" be filmed. Lichtman took the proposal to Zukor, president of the newly formed Famous Players Film Co.

Lichtman later headed his own producing company. He was one of the first to insist that exhibitors had to have a picture a week—52 a year—if they were to make money. He formed the Alco Corporation with a plan to tie in theatres to help the financing and assure a market. The same idea later developed into National. In 1915 the Metro Pic Corp. was formed by some of Alco backers—Joseph Engel, Ri Rowland and Louis B. Mayer.

When Paramount, Famous Pla Lasky and Preferred Pictures me Lichtman became general manag 1916. In 1927, after an associ with United Artists and Pref Pictures, Lichtman went bac United Artists as president.

In 1935 he resigned to be vice-president of Loew's, Inc. H organized the M-G-M studios closed the deal for distribution of vid O. Selznick's "Gone With Wind." For several years he co ued with M-G-M as an exec producer. Some of his pictures "Boys Town," "Green Do Street" and "The Wizard of Oz."

Distribution Head in 1949

In 1949 Lichtman became dir of distribution for 20th Century He continued in that post up to years ago, when he decided to r west to produce for the compar

Failing health did not dampe enthusiasm. Only recently he pleted production of Irwin Sh novel, "The Young Lions," and looking forward to the opening month.

Survivors are Mrs. Rose Licht a brother, Fred, of Suffern, N. Y. a sister, Mrs. Sarah Katz, of Br port.

Funeral services will be held Monday at 10:00 A.M. in New at Riverside Memorial Chapel, St. and Amsterdam Ave. A cial service will be held here to row at 2 P.M. at Malnow and S Funeral Home.

Decision Reserved

(*Continued from page 1*)

day, and requested attorneys of both AB-PT and the Department of Justice to submit additional briefs within the next two weeks.

AB-PT is seeking to re-acquire the Grove, which it divested under the anti-trust decrees, to replace its Rialto Theatre, which was destroyed by fire. The government has taken the position that any party to a consent decree cannot re-acquire a divested theatre.

Columbia Report

(*Continued from page 1*)

provement," Harry Cohn, president, said, due to revenues anticipated from "Pal Joey" and "The Bridge on the River Kwai."

Cohn said further: "While our gross volume increased, the higher costs of production and the lower average of receipts per picture continued to plague our company and our industry. Every effort is being made to cut back the costs of all phases of our operations."

Nominate Rosen

(*Continued from page 1*)

ing meeting of the Lodge at the I Sheraton Astor Monday night.

Newly-nominated as vice-presi were David Picker and Sol Ris previously of Cinema Lodge, Maurice B. Leschin, Irving Brown Joseph Margolies, who previously been members of Victory Lodg B'nai B'rith which has been abso by Cinema Lodge.

Renominated as vice-presiden Cinema Lodge were Milton Li ston, Norman Robbins, Nat Ru and Jack Weisman. Jack H. Hoff was renominated as treasurer and Dickstein as secretary. As the tiring president, Shapiro is auto cally nominated as chaplain.

To Launch Red Cros Program on Monday

The motion picture industry launch its part in the American Cross' 1958 fund campaign wit luncheon at the Metropolitan here Monday at 12:30 P.M., indu chairman Spyros P. Skouras has nounced.

l Lichtman Is Mourned Throughout Industry

lled 'Great nerican and eat Pioneer'

(Continued from page 1)

part of my life and a warm, ersonality who meant so much for the more than forty-two knew him.

helped me in the early days beginnings in the motion pic- dustry. I will always be grate- the patience, guidance and tanding with which Al aided those days, many, many years am grateful for his counsel ise advice during his years of tion with 20th Century-Fox, his faithful service during the period of the advent of tele- and the introduction of Cinema- It was with a deep pride that ked forward to a renewed as- n with him this year.

passing marks another era Another page in the book of the picture pioneers who helped this great industry, is closed. ourn the loss of a friend, this ho gave his life to motion pic- I will miss him."

ph H. Moskowitz, 20th Cen- ox vice-president: "I am deeply ed at the passing of Al Licht- enjoyed my long association nim. The industry has lost a eader and I have lost a very riend."

rles Einfeld, 20th-Fox vice- nt in charge of advertising, ty and exploitation: "Al Licht- passing is not only a sad per- oss for all of us, but leaves a n the history of our business can never be filled. He was Distributor' and the father of n distribution. A man of respect dmiration, Al Lichtman was for his fairness, his humor and unshaken faith in the great- of our industry. He was the r of a great many of us and se advice and inspiration was on towards which we set our His memorial, as he would vished it, must be the continued ss of the industry he loved so "

x Harrison, 20th-Fox general manager: "There are no ade- words to describe my personal ver the grievous passing of one dearest friends. My personal on for this truly genuine human is heightened by the many of guidance and friendship liberally extended to me.

ldy Adler, 20th-Fox executive of production: "Al Lichtman's g leaves all of us at 20th-Fox heavy hearts and deep sense of

Al Lichtman

OVER THE whole era of the industry's major status the vital personality of Al Lichtman extended a deep and wide influence. He was active at one time or another in all of the principal branches of the business. In each of them he contributed services that made for progress and betterment.

He was a showman of imagination and enthusiasm, always looking ahead for some new challenging peak to be conquered. The physical ills that came with the accumulating years never lessened his characteristically vigorous determination to promote and advance the motion picture to which he was so heartily devoted.

Destiny has provided for him the one kind of requiem that he would have approved—his career ends with the completion of a significant motion picture that will soon go out across the world in living memory of a personality that enriched the art and industry of motion pictures.

—MARTIN QUIGLEY

loss. It deprives us of a valued and widely loved associate. But this loss we feel is one which the entire industry must equally deplore, because so much is owed to measures and procedures which he introduced during years of his leadership as distribution executive. In that field he had no equal for imagination, innovation and foresight. In that field he was pioneer who kept pace to the end with the film industry's progress."

Murray Silverstone, 20th-Fox International president: "The motion picture industry has lost one of its architects of its greatness and certainly one of its outstanding statesmen. Al Lichtman was not only an inspiring business associate and a heart-warming friend, but a showman's showman and a towering stalwart of our industry."

Emanuel Silverstone, 20th-Fox International vice-president: "My heart is heavy with sadness of the deep personal loss that Al Lichtman's death brings to all of us who loved and respected him as one of our industry's outstanding pioneers and champions. Al Lichtman gave lavishly to the motion picture industry his many gifts of human understanding, delightful humor and mature judgment. Much of the knowledge I learned and acquired of the business I owe to my dear friend, Al."

Eric Johnston, president, Motion Picture Association of America: "A stalwart pioneer of our industry passed away today. Al Lichtman died while still active in the industry he loved and was a vital part of for more than 50 years. His contributions to the growth of the motion picture business were legion. He was beloved and admired by the men with whom he was long associated. He left a record of accomplishments that will long stand as an inspiration to all of us."

Ernest G. Stellings, president, Theatre Owners of America: "The motion picture industry has lost one of its most devoted and enthusiastic spokesmen in the untimely passing of Al Lichtman. He will be remembered as a man who helped the industry greatly and had a sincere appreciation of the problems of exhibition. He will be greatly missed."

Barney Balaban, president, Paramount Pictures: "Al Lichtman was one of the most versatile businessmen in the motion picture industry, an executive of exceptional abilities and one who had a deep feeling of pride in the achievements of the industry as a whole. His unflagging interest in the welfare and security of the motion picture business was ingrained in his character.

Harry, Albert and Jack L. Warner: "The name of Al Lichtman will remain in the annals of the motion picture industry, as his memory will endure in the heart of all who were privileged to know him in his passing. Our industry has lost a great pioneer whose vision and enterprise can serve as a wonderful model for its younger members."

A. Montague, Columbia vice-president: "The usual expressions of grief are inadequate. I have suffered a deep and personal loss with the passing of my dear friend, Al Lichtman."

William J. Heineman, vice-president in charge of distribution, United Artists Corp.: "The passing of Al Lichtman is a shocking loss to the industry that he loved and served so well. He brought tremendous vitality and creative energy to every task that he undertook, and he won the loyalty and affection of all those with whom he worked."

Joseph R. Vogel, president, Loew's, Inc.: "Al Lichtman was my friend. Al Lichtman was one of the true pioneers of this business. His passing affects me and all of my associates deeply. I have always believed that he was one of the handful that molded this business in his lifetime into a force for the betterment of the world. We have lost a great American and a great pioneer."

Edward Morey, vice-president, Allied Artists: "Al Lichtman, one of the most astute distributor minds in the business, was one of the great creative engineers of the film industry whose

Help to Many Through Years Is Emphasized

loss will be keenly felt by all. In addition, I have lost a warm and wonderful personal friend of many years standing."

Sol Schwartz, president, RKO Theatres: "I was shocked to hear of the untimely passing of Al Lichtman. He was a close personal friend as well as a long-time business associate. The industry owes much to him, and he will be sorely missed."

Leopold Friedman, president, Loew's Theatres: "The passing of Al Lichtman, a beloved friend of a lifetime and a respected industry leader, has deeply shocked us at Loew's Theatres. Al Lichtman gave his talent and ability to our industry unsparingly, and his association with Loew's, Inc. was one of the high points of his career and a milestone in its history."

Sam Pinanski, president, American Theatres Corp., and a member of the COMPO Governing Committee: "I am shocked by the news of Al Lichtman's death. I knew him since the early days when he was sales manager for the old Famous Players-Lasky Corporation and never, in those years, had I reason to change my respect for his fair-dealing, his broad vision or his great capacity for warm, human relations."

Robert W. Coyne, special counsel, COMPO: "Al Lichtman was one of the giants of this industry. His passing is not only a grievous loss to all of us who were his friends; it is a blow to our business at a time when it most needs leadership."

PUBLICITY and EXPLOITATION FIELD MEN

CHECK THIS —

- ☐ Are you fed up being kicked around?
- ☐ Are you ready to settle down?
- ☐ If you want security with good salary . . .
- ☐ Welfare benefits for you and your family.
- ☐ An opportunity to become important in the community.
- ☐ Willing to work and get recognition for your efforts . . .

THEN

There is a managerial position open for you with the theatre circuit where showmanship is a prime requisite for success.

Applications for these positions should be sent to:

C. W. HORWITZ, Personnel Director

SCHINE CIRCUIT, INC.

40 N. Main Street

Gloversville, N. Y.

'bye,

AL



All News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 37 NEW YORK, U.S.A., MONDAY, FEBRUARY 24, 1958 TEN CENTS

'ORIAL

ıed Campaign

By Sherwin Kane

'ROJECTED business build- campaign at long last has me an all-industry one in well as in name. Approvals, ıgh only "in principle," which ed it last week by the last xhibitor organizations to be l, and the agreement that ɔaign be conducted through put the seal of important y and common cause on the

s of major importance.

y, the campaign activities ate a six months trial run. or not that is sufficient time gauge the value of such an as this is open to argument.

•

ıly, if the campaign was to d by only a part of the in- t is doubtful whether any- value could be learned in

full industry support it will ıot only a fairer test but one may acquire initial momen- cient to carry the campaign ɔnd the minimum six months Which is greatly to be desired. fficial opening of the cam- ll be the Academy Awards March 26, sponsored by the and backed by its theatres. vent may well be a turning genuine consequence in the of the nation's theatres. It he opening gun in the pro- activities, of great value com- institutionally and public wise.

be followed by extra busi- ıe boxoffice from those pic- ɡled out for Awards.

•

be an occasion to herald the ng top quality attractions ation's theatres.

will be followed by the in- and, hopefully, other cam- tivities all designed to at- public to the theatres.

not be repeated too often planned activities will not ally restore theatre pros- ard work and careful house- o assure maintenance of at- heatre atmosphere and tech-

'ontinued on page 2)

Equipment Manufacturers Balking At High Costs of Trade Shows

Some equipment manufacturers and dealers are becoming increasingly impatient as exhibitor organizations continue to schedule drive-in theatre trade shows entailing high costs for shipping displays and setting up booths.

A number of them were in a rebellious mood when Theatre Owners of America announced an added starter in drive-in conventions and trade shows and openly asserted they will not exhibit at the San Francisco gathering, March 26 and 27.

They complain that the drive-in meetings are essentially regional in drawing power and that exhibiting at more than one or two of the best and longest established is the most it is prudent for them to attempt.

One manufacturer's representative

(*Continued on page* 6)

Soviet Unready; Talks On Film Sales Put Off

From THE DAILY Bureau

WASHINGTON, Feb. 23. — The Motion Picture Association of America on Friday announced the postponement of negotiations for film sales to Russia under the recent Soviet-U.S. cultural agreement.

The negotiations were scheduled

(*Continued on page* 3)

Kreisler Confers in D.C. On Films to Red Lands

From THE DAILY Bureau

WASHINGTON, Feb. 23.—Bernard Kreisler, president of International Film Associates Corp., was busy week conferring with governmental officials on the exchange of films with Russia and Poland.

Following conferences with U.S. ambassador William Lacy and new Soviet ambassador Mikhail Menshikov

(*Continued on page* 3)

RKO Sells Theatre in N.O.; Retains Lease

RKO Theatres announced at the weekend it plans to sell the RKO Orpheum in New Orleans, but will continue to operate the house through a long term lease-back to a wholly owned subsidiary of RKO Theatres. The purchaser is Harry Latter of Latter & Blum, New Orleans realtors.

The RKO Orpheum has a seating capacity of 2,142.

Republic Will Increase Efforts To Make Film Operations Pay

Republic Pictures, which suffered a net loss of $1,362,420 for the fiscal year ended last October, will intensify its efforts to bring its motion picture operations to a profitable level, Herbert J. Yates, president, tells stockholders in a letter included with details of the financial report issued here at the weekend.



H. J. Yates

"Should the situation with respect to this phase of our business continue to deteriorate," Yates adds, "it will be necessary to discontinue the production and distribution of motion pictures."

In the meantime, the Republic

(*Continued on page* 2)

Senate Toll-TV Hearings Now To Be Late March

From THE DAILY Bureau

WASHINGTON, Feb. 23 — Senate Commerce Committee officials said it would be at least "the latter part of March" before the committee can hold its promised hearings on bills to ban toll television. Chairman Magnuson (D., Wash.) had earlier promised hearings early in the month, but officials pointed out the committee's schedule was jammed until late in the month.

Same Executives

UA Associated Is Planned as AAP Successor

Prospectus Now Being Prepared for SEC

By WARREN G. HARRIS

United Artists Associated, Inc., will be the successor company to Associated Artists Productions, Inc., under plans currently being drawn up by United Artists Corp., it was learned here at the weekend. The new corporation, to be formed subsequent to the finalization of the sale of the controlling interest in AAP to Gotham Television Film Corporation, another UA subsidiary, for $4,200,000, will assume AAP's total assets, which consist primarily of the com-

(*Continued on page* 2)

NTA Pictures Meeting In Dallas Thursday

The second in a series of key city conferences and screenings will be held by NTA Pictures, Inc., this Thursday in Dallas for Southwestern exhibitors and circuit heads, it was announced here at the weekend by A. W. Schwalberg, director.

Features of the conference will be

(*Continued on page* 3)

Skouras Will Deliver Lichtman Eulogy Today

Hundreds from all divisions of the motion picture industry will attend funeral services for Al Lichtman this morning at 10:00 A.M. at Riverside Memorial Chapel, 76th St. and Amsterdam Ave. here.

Spyros P. Skouras, president of 20th

(*Continued on page* 3)

Television Today

Page 6

ALL HAIL FAREWELL

"THE NEW CHAMPION"!

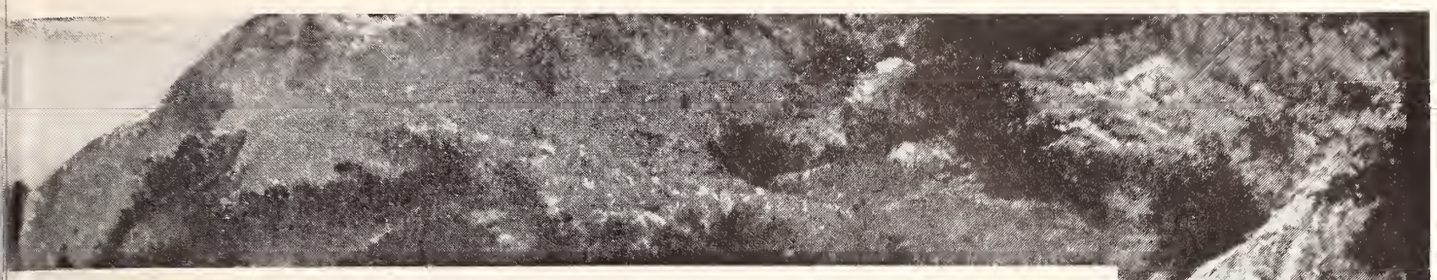
–No. 1 in Variety's report on the nation's grossers for the past 2 weeks!



THE BIGGEST ATTRACTION OF THE YEAR IS SETTING BOX-OFFICE RECORDS FROM COAST TO COAST!



AND STARTING EASTER SUNDAY... *the most thoroughly pre*



ople who know have this to say:

**GREATEST PIC-
E OF THE YEAR"**
—Hedda Hopper

**ZNICK HAS DONE IT
IN WITH ANOTHER
DEMY AWARD
CKBUSTER THAT
ALS HIS 'GONE WITH
WIND'"** *—Ed Sullivan*

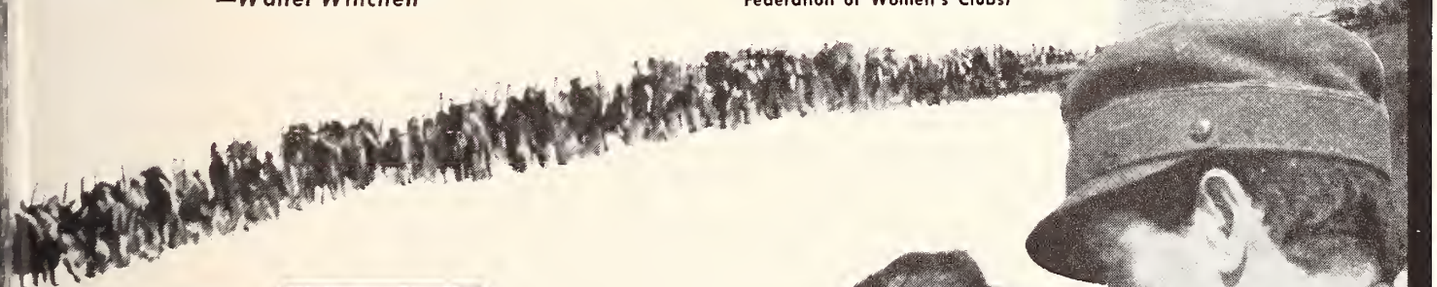
**COMMEND IT TO
RYONE. WONDER-
! MARVELOUS!
AT!** *—Dorothy Kilgallen*

ULD SEE IT TWICE!"
—Walter Winchell

"IN THE BEST TRADITION OF DAVID O. SELZNICK" *—Louella O. Parsons*

"A WARM, BEAUTIFUL, TENDER LOVE STORY! MOST TASTEFULLY HANDLED!" *—Jinx McCrary*

"ONE OF THE GREAT PICTURES OF ALL TIME! EVERY FACET SUPERB! A WONDERFUL CONTRIBUTION TO THE SCREEN THAT YOU SHOULD SEE"
—The Clubwoman
(publication of the General Federation of Women's Clubs)



DAVID O. SELZNICK
resents his production of
EST HEMINGWAY'S

A FAREWELL TO ARMS

MAScOPE
y DE LUXE

HUDSON · JENNIFER JONES · VITTORIO DE SICA

Screenplay by
IDOR · BEN HECHT

THE SELZNICK STUDIO

Released by 20th Century-Fox · In STEREOPHONIC SOUND

n picture of our time will be available to exhibitors everywhere!

Equipment

(*Continued from page* 1)

said his company declined to exhibit at the recent Allied States drive-in convention in Louisville after hearing that TOA would sponsor a similar convention in San Francisco the following month. His company had exhibited at the TOA annual convention and trade show at Miami Beach last fall and at the Texas Drive-In Theatre Owners convention in Dallas in January. He said they could not afford to go to San Francisco, in addition, and while they had wanted to be represented in Louisville, decided they might be accused of partiality to Allied if they did so. Instead, they decided to stay out of both the TOA and Allied affairs.

Their attitude is typical of others as the roster of drive-in conventions increases.

Numerous Complaints Heart

Other equipment and concessions exhibitors at recent conventions have been complaining that convention programs are so crowded with forums, clinics, business and executive sessions, banquets, luncheons and even breakfasts, that there is inadequate time remaining for delegates to visit the exhibits and trade shows and for the manufacturers and dealers to have a fair chance of transacting business.

The Allied drive-in convention in Louisville made some effort to meet these objections and succeeded in pleasing many of the trade show people. For instance, the convention registration desk was located at the farthest extremity of the trade show area, so that every delegate would have to traverse the exhibit corridors to reach it.

Also, events such as a complimentary breakfast and posings with the juvenile actor Tommy Sands for publicity photographs were staged in the deep exhibit area. In addition, convention chairman at all business sessions repeatedly urged delegates as they left the room to visit the exhibits.

Cost of Exhibiting a Factor

It is to meet some of the objections of costs of exhibiting that Allied is combining its regular annual and drive-in conventions in 1960. The exhibits and trade show will continue through the whole five-day convention period, but delegates will be able to register either for the four-wall or the drive-in meetings, or for both. One will follow the other and there will be two single registrations or a combined rate.

The packing, shipping and time costs savings to manufacturers and to concessions exhibitors obviously will be appreciable.

Iannuzzi Promoted

Ralph Iannuzzi, Warner Bros.' assistant eastern division sales manager, has been elevated to the post of eastern division sales manager, replacing Norman Ayers, resigned.

Indict RCA as Violator Of Anti-Trust Laws

From THE DAILY Bureau

WASHINGTON, Feb. 23—A New York Federal Grand Jury has indicted the Radio Corp. of America on charges of violating the anti-trust law in the distribution of radio and television equipment and the handling of electronics patents.

The four count criminal indictment was announced on Friday by Attorney General William Rogers. More than 25 of the world's leading electronics firms were named as having entered into agreements with RCA, including Western Electric, American Telephone and Telegraph Co., General Electric and Westinghouse.

Charge Control of Licensing

The indictment charged that RCA conspired to restrain the manufacture, sale and distribution of radio and television broadcasting and other electronic equipment and the licensing of patents.

It also maintained that RCA had forced some of the other American firms to agree not to compete with RCA in domestic patent licensing, and that it had entered into agreements with some foreign manufacturers not to compete in each other's territories.

Rogers said RCA controlled over 10,000 patents and was in a position to force every domestic firm to use its patents.

A government civil anti-trust suit was filed several years ago attacking RCA's patent licensing practices, and is still pending.

'Original Amateur Hour' Resumed on NBC-TV

Ted Mack and "The Original Amateur Hour" returned to NBC-TV on Saturday night at 10-10:30 P.M.

Series, sponsored by Pharmaceuticals, Inc., will retain the same format that it has used since its debut on radio in 1934.

Off television since Dec. 29, 1957, "The Original Amateur Hour" will be produced by Lewis Graham and directed by J. Robert Blum and Lloyd Marx. It takes the time-spot previously filled by "End of the Rainbow."

Gordon Signs Schrage

HOLLYWOOD, Feb. 23. — Producer Bert I. Gordon has signed Henry Schrage as executive assistant of his organization, currently filming "Revenge of the Colossal Man" for American International Pictures, sequel to his first successful venture, "The Amazing Colossal Man."

Le Baron Will Filed

HOLLYWOOD, Feb. 23. — The will filed on Friday for William Le Baron, who died Feb. 9, left the entire estate, described only as "over $10,000," to his secretary, Georgette Deom, 67, who had served in that capacity for 40 years.

Television Today

IN OUR VIEW

THERE come to hand currently new and interesting manifestations of continuing and stimulating to-do over programming and the quality of the shows offered to the public. Such excitement can bring nothing but good, since it is practically axiomatic that the stirring of reaction is certain to result in increased attention to the matter, and probably better production.

Of a recent afternoon, the Academy of Television Arts and Sciences and the Committee on the Study of TV of the National Council of Teachers of English held a symposium on "What to Look for in TV Drama." The objective of the symposium, the results of which are to be made available to teachers of English at all levels of educational institution, is to enable the teacher to help students become more intelligent users of television. It is a laudable undertaking and one which we wish God Speed! Let's just hope the teachers of English can muster a sufficient degree of intelligent perspective to do the job.

•

The continuing effort of the Academy in program testing and research is of the greatest value, and it is hoped, will be pressed with all vigor. It is only through constructive, enlightened criticism that better programming will be achieved.

At a luncheon meeting and panel discussion in New York last week of the American Women in Radio and Television, a producer, David Susskind of Talent Associates, said: "There is nothing left but hope for television. It can't sink any lower than it has in terms of programming mediocrity. There is only one direction in which it can go and that is up."

One gets the impression that Mr. Susskind is very pleased with himself in having turned off a neat bit of phrase-making. However, the feeling seems to have been shared at the panel by Howard Teichman, described as playwright, television writer and CBS consultant. He said it is likely the networks in the next five years will come up with a totally new kind of programming and that pay-TV (if any?) will utilize today's programming. Could be, but doubtful.

•

At the same occasion, the readily articulate and thoughtful Robert W. Sarnoff, NBC president, observed that much of the current excitement and disquiet over program quality seems to stem from a relatively small but highly vocal minority. He sees no perceptible groundswell of public protest, and of course, he is quite c on both counts.

The average of the viewing p is finding very little if any fault programming generally. The wl ing and the hollering for the mos come from those who are boun determined they're going to things better. Sometimes their isms make sense, sometimes not example, the alarm over the m of production centers from ea west was answered with a singl vastating stroke by Mr. Sarnoff a pungent, "I personally see no tionship between geography and quality."

But all in all, criticism of prog ming is important and valuable it continue, by all means.

—Charles S. Aaro

Who's Whe

William Sackheim has beer pointed director of programmin Screen Gems, it was announce **Harry Ackerman**, vice-preside charge of production. This ap ment extends the area of Sackl activities to aid Ackerman in seeing all aspects of Screen program operations.

□

William Callaway has been pointed to the newly created po of manager of financial plannin the NBC owned stations, it wa nounced by **Thomas S. O'Brien**, ness manager of NBC owned st and NBC spot sales.

□

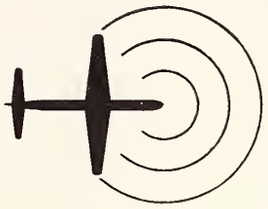
Joseph O. Meyers, a veteran years with NBC News, has named director of NBC News, **liam R. McAndrew**, vice-pres News, has announced.

Set Subjects for NBC Educational Project

American jazz, American fc policy, and medical and scientif search will be the subjects of live 13-week program series t presented by the NBC Educa Television Project this spring in nership with the Educational vision and Radio Center at Ann A Mich. Plans for a fourth prc series are now under way.

Continuation of the pioneering cational TV venture was annou yesterday by Edward Stanley, director of public affairs, and Harry K. Newburn, president o center.

Programs will be sent out li the country's inter-connected e tional TV stations over NBC's re network facilities for a 13-wee riod starting Monday, March



NOW—UNITED IS THE FIRST AND ONLY COAST-TO-COAST AIRLINE WITH RADAR ON EVERY PLANE

This means smoother flying, more on time arrivals...*extra* confidence and assurance for your clients. Radar is one more United investment in the comfort and *convenience* of its passengers. And it's one more good reason to recommend United, the Radar Line.

UNITED AIR LINES ®

FROM WARNER BROS. . . . HERMAN WOUK'S GREAT BEST-SEL
THAT MORE THAN ANY OTHER BELONGS TO THE YOUNG LOVERS OF THIS GENERATION!



ALSO STARRING
CLAIRE TREVOR · ED WYNN · EVERETT SLOANE
MARTY MILNER · CAROLYN JONES
WITH GEORGE TOBIAS · JESSE WHITE · MARTIN BALSAM · EDWARD BYRNES
SCREENPLAY BY EVERETT FREEMAN · BASED UPON A NOVEL BY HERMAN WOUK
PRODUCED BY MILTON SPERLING · DIRECTED BY IRVING RAPPER

ONE OF THE PRESS BOOK ADS

SPECIAL THEATRE TRADE SHOWINGS MARCH 3rd

ALBANY
Modison 2:00 PM
ATLANTA
Fox 10:00 AM
BOSTON
Allston, Moss.
Capitol 2:00 PM
BUFFALO
Niagara 1:30 PM
CHARLOTTE
Carolino 10:00 AM
CHICAGO
Century 10:15 AM
CINCINNATI
Hollywood 2:00 PM
CLEVELAND
Colony 2:00 PM
DALLAS
Palace 9:15 AM
DENVER
Ogden 1:30 PM
DES MOINES
Uptown 1:30 PM
DETROIT
World 2:00 PM
INDIANAPOLIS
Uptown 1:00 PM
JACKSONVILLE
St. Johns 9:30 AM
KANSAS CITY
Brookside 1:30 PM
LOS ANGELES
Fox Boulevard 1.30 PM
MEMPHIS
Warner 10:00 AM
MILWAUKEE
Uptown 2:00 PM
MINNEAPOLIS
Uptown 2:00 PM
NEW HAVEN
Roger Sherman 10:15 AM
NEW ORLEANS
Fomous 8:00 PM
NEW YORK
Criterion 10:00 AM
OKLAHOMA CITY
Midwest 9:30 AM
OMAHA
Dundee 1:30 PM
PHILADELPHIA
Logon 2:00 PM
PITTSBURGH
Schenley 11:00 AM
PORTLAND
21st Ave. 2:00 P
SALT LAKE C
Center 9:30 AM
SAN FRANCIS
Alhombro 2:00 P
SEATTLE
Egyption 2:00 P
ST. LOUIS
St. Louis 10:00 A
WASHINGTON
Ambossador 10

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

3, NO. 38 NEW YORK, U.S.A., TUESDAY, FEBRUARY 25, 1958 TEN CENTS

Applicants Reneg

Progress L.A. Pay-TV w Reversed

il to Meet Mar. 5 on hise Cancellations

WILLIAM R. WEAVER

LYWOOD, Feb. 24. — Pay- history being made in this nically largest city in the day veered from straightaway to something like direct when both applicants for rcuit pay-television fran- quested the City Council to enabling ordinances passed by ncil and challenged by the Committee Against Pay- (Continued on page 5)

Sidney Dies; er Loew Executive

Special to THE DAILY

YWOOD, Feb. 24.—Funeral will be held here tomorrow K. Sidney, 67, former vice- of Loew's, Inc., and until ment in 1956 a member of -man executive board that harge of the Metro-Goldwyn- tudios. Services will be at Israel. Sidney died Saturday (Continued on page 4)

MCA Sign Final rs in Backlog Deal

ount Pictures yesterday an- consummation of its agree- ith an affiliate of MCA for Paramount's pre-1948 film li- nder the agreement between nt and the MCA affiliate, Ltd., EMKA acquired all the film library. Paramount (Continued on page 4)

levision oday

Industry Launches Drive to Aid Red Cross; Goal Set Is $275,000

Representatives of all divisions of the motion picture industry—production, distribution and exhibition—were on hand at a luncheon at the Metropolitan Club here yesterday to help Spyros P. Skouras, president of 20th Century-Fox, launch participation in the amusement field's $275,000 fund campaign for the American Red Cross.

Skouras pledged the industry would offer the Red Cross the strongest support possible. The large number of exhibitor representatives present included Sol Schwartz, Emanuel Frisch, Richard Brandt, Russell Downing, (Continued on page 4)

Rosen Elected Head Of N.Y. Cinema Lodge

Joseph B. Rosen, Universal Pictures branch manager, was elected president of New York's Cinema Lodge of B'nai B'rith to succeed Robert K. Shapiro at an open meeting of the Lodge at the Hotel Sheraton - Astor here last night. Installation of officers for the coming year will be held at an industry-wide installation luncheon in honor of the incoming president and as a tribute to the retiring pres- (Continued on page 4)



Joseph B. Rosen

Pay Tribute To Lichtman

Several hundred prominent motion picture executives gathered at Riverside Memorial Chapel here yesterday morning to pay their final respects to Al Lichtman, film veteran whose career spanned many years and phases of the industry.

In a eulogy to the deceased, Spyros P. Skouras, president of 20th Century-Fox, said that the services Lichtman rendered to the motion picture industry, "in all its branches, are part of the industry's history—and their effect will be felt far into the future." In his passing, "I have an overwhelm- (Continued on page 4)

SW Cinerama Signs New Contract with Robin

Stanley Warner Cinerama has negotiated a new contract with Nicolas Reisini of Robin International Cinerama Corp. for the latter to install additional Cinerama theatres abroad, B. G. Kranze, vice-president of Stanley Warner Cinerama, announced here (Continued on page 5)

Dr. Flick Defends State Censor Board Operation

In comment on an editorial discussing the present ineffectiveness and high cost to the industry of the New York State Board of Censors, published in MOTION PICTURE DAILY on February 20, Dr. Hugh M. Flick, assistant to the State Education Commissioner and former director of the censor board which operates under the Education Department, made the following statement:

"I have read the editorial which appeared in MOTION PICTURE DAILY written by Martin Quigley, with interest and regret. Mr. Quigley's remarks are always viewed with interest, since he is so well-known and so intimately associated with the development of control and regulation of motion pictures.

"I regret the tone of the editorial was characterized by the caption, 'Fraud and Deception at Albany.' Editorial expression is a part of our traditional freedom of the press. It openly and honestly presents a point of view. I am sorry that Mr. Quigley feels either fraud or deception has (Continued on page 5)

Along Broadway

Business Here Called 'Great' Over Weekend

Lines Also Reported Long At Neighborhood Theatres

By WARREN G. HARRIS

"The Brothers Karamazov," "A Farewell to Arms," "Witness for the Prosecution," "The Ten Commandments" and "The Bridge on the River Kwai" on Broadway and "Peyton Place" and "Wild is the Wind" in the neighborhoods were responsible for "great" business during the Washington's Birthday weekend, New York (Continued on page 4)

E. K. O'Shea, Veteran Sales Executive, Dies

Special to THE DAILY

BUFFALO, Feb. 24 — E. K. (Ted) O'Shea, widely known motion picture sales executive who retired from the industry last month, died here today at the Millard Fillmore Hospital. O'Shea had been ill for some time.



E. K. O'Shea

O'Shea's most recent post, from which he resigned in mid-January, had been as vice-president and general sales manager of Magna Theatres Corp. He joined Magna in May, 1956, to super- (Continued on page 2)

Brenner Resigns Post As NSS Vice-President

William B. Brenner has resigned as vice-president in charge of operations at National Screen Service Corp., it was announced yesterday by Herman Robbins, board chairman. Although Brenner is retiring from ac- (Continued on page 4)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, returned to New York yesterday from the Coast.

•

ROBERT S. WOLFF, chairman and managing director of RKO Radio Pictures, Ltd., has returned to London from New York.

•

GEOFFREY MARTIN, director of advertising and publicity for Rank Film Distributors of America, has returned to New York following a tour of the Far West.

•

LEO MCCAREY, producer-director, has arrived in New York from the Coast.

•

ARTHUR ISRAEL, JR., Paramount Music Co. vice-president, is in Hollywood from New York.

•

ANTHONY FRANCIOSA has left here for Rome via B.O.A.C.

•

WINSTON BARRON, Paramount's Canadian advertising-publicity director, was in New York yesterday from Toronto.

Win Variety Drawing

Martin Kornbleuth of the American Seating Co., and George A. Crouch of Washington, D. C., were the winners of round trips for two to the International Variety Club Convention in London at a drawing at the Trafalgar Hospital here yesterday. The drawing, which was conducted by the Variety Club of New York for the benefit of its Cancer Control Research Foundation, was by young Melinda Harold, a former patient, who is now in good health. Harold Klein was chairman of the function.

Churchmen Cite DeMille

In a ceremony at the Hotel Plaza here yesterday, Cecil B. DeMille accepted from the Rev. Dr. Daniel Poling, editor of "The Christian Herald," that publication's Reader's Award "for the 1957 Picture of the Year," "The Ten Commandments."

Estrada Forms Company

HOLLYWOOD, Feb. 24. — Art Estrada, former Ganaway International associate producer, has announced the formation of Estrada Productions as an independent producing company to make features with teenage appeal.

Salesmen Discuss Cuts In Personnel at Meet

Special to THE DAILY

DALLAS, Feb. 24. — Reductions by distributors in their sales staffs received considerable discussion at the national convention of the Collosseum of Motion Picture Salesmen of America here at the weekend. No recommendations for action on the situation were formulated, however. Recent closings of exchanges were also taken up, but again no formal action was mapped out.

The date of the group's next convention was left to the decision of the executive committee, which is made up of all members elected to offices, as follows:

Gordon Bugie, Paramount, Cleveland, president; Lou Wechsler, Paramount, New York, first vice-president; Glen Haviland, Fox, Seattle, second vice-president; David Chapman, Columbia, Milwaukee, secretary; Edgar E. Shinn, Paramount, New Orleans, treasurer; Bob Lightfoot, Allied Artists, St. Louis, Midwest vice-president; Joe Beckham, Columbia, Dallas, Southern vice-president; Joe Schaeffer, Republic, Philadelphia, eastern vice-president; Tom Philibin, Universal, Salt Lake, Western vice-president; Jack Eskhardt, Fox, Chicago, Central vice-president.

The following were chosen delegates to the IATSE 1958 convention; Dan Halloran, Fox, Minneapolis; Shinn; Wechsler, New York; Wayne Bateman, Universal, Los Angeles, and Bugie.

Leo McCarthy Dies; Was Industry Veteran

From THE DAILY Bureau

HOLLYWOOD, Feb. 24.—Funeral services will be held tomorrow in Council Bluffs, Iowa, for Leo J. McCarthy, 63, who died here Saturday after a long illness. Engaged at various times in all branches of the film industry, the deceased was president of the Catholic Film Foundation of America at the time of his death.

The deceased had entered the industry as a salesman in 1919, serving with Fox, First National and Republic at various times, and held executive positions with A. H. Blank Enterprises and the Fox Mid-West circuit. He was vice-president in charge of distribution for Producers Releasing Corp. One sister, Kathryn, survives.

Shift Johnston Talk

WASHINGTON, Feb. 24.—Motion Picture Association president Eric Johnston has postponed from today until Friday his scheduled appearance before the House Ways and Means Committee in support of extending the Reciprocal Trade Agreements.

Eastman '57 Earnings Highest in Its History

Special to THE DAILY

ROCHESTER, Feb. 24.—Sales and earnings of Eastman Kodak Company for 1957 were the highest the company has had, it was reported here today by Thomas J. Hargrave, chairman, and Albert K. Chapman, president. The Kodak officials said that in 1957 there were increases also in the company's total volume of production, the number of new products introduced, dividends on common shares, employee wages, and the number of share owners.

Consolidated sales of the company's United States establishments in 1957 amounted to $798,283,443, about 5 per cent more than the 1956 total of $761,689,559. Net earnings after taxes were $98,108,305, an increase of 4 per cent over the $94,162,004 in 1956, the best previous year for both sales and earnings.

The 13-period calendar under which Kodak operates included 52 weeks in the 1957 fiscal year, and 53 weeks in the 1956 fiscal year.

Earnings in 1957 were equal to $5.09 per common share, compared with $4.88 in 1956. These figures are based on the present number of common shares issued—19,191,123. Earnings equal to $5.13 had been reported for 1956 on 5 per cent fewer shares outstanding. This was prior to the payment of the 5 per cent stock dividend on Jan. 21, 1957.

'Commandments' Gross

Cecil B. DeMille's "The Ten Commandments" has passed the $20,000,000 mark in gross film rental to Paramount. The caption in yesterday's DAILY recording the presentation of the FAME Award of Achievement to DeMille inadvertently read the picture had "made more than $20,000,000."

WGA Bond Issue Sold

HOLLYWOOD, Feb. 24 — Frank Nugent, chairman of the building committee, Writers Guild of America, West has announced that the $75,000 bond issue to finance the building of guild headquarters has been completely sold out.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE BROTHERS KARAMAZOV"
starring YUL BRYNNER
MARIA SCHELL • CLAIRE BLOOM
An M-G-M Release • In METROCOLOR
and SPECTACULAR STAGE PRESENTATION

O'Shea Di

(*Continued from page 1*

vise the first 39 roadshow insta of "Oklahoma!"

O'Shea's industry career b Buffalo, his home city, when h with Shea Theatres. Subseque joined M-G-M here, becoming manager, and after serving i executive capacities in the fi came to the home office as district manager. Thereafter, successively, Central sales n and Eastern and Southern sale ager. He left M-G-M to becon president and general sales n of Liberty Films, and, when th was acquired by Paramount came vice-president and assista eral sales manager of Paramou Distributing Corp. He left Par for the Magna post.

A high requiem mass will b brated for the deceased on Th at 10:00 A.M. at the Old Ca Roman Catholic Church her body is reposing at the Drisc neral Home.

Survivors include his wife, Elizabeth; a daughter, Mrs. T Worthington; two sons Capt. O'Shea, USAF and E. K. O'Sh local attorney; and two siste six grandchildren.



ASK YOUR THEATR
TO BRING HER BAC
In this Centennial Year of Lou
20th Century-Fox's
THE SONG OF BERNADETTE*
starring Miss Jennifer Jon
*Cannot be seen on TV!

This ad will reach the 76.8 million re of LIFE, LOOK, SEVENTEEN, GOOD HOUSEKEEPING and 10 more top public

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 127 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

$1000
in case of
DEATH BY FRIGHT*
DURING THE SHOWING OF "MACABRE"

* Not valid for people with known heart conditions or for suicide.

EVERY PATRON GETS A BONA FIDE POLICY ISSUED BY THE WORLD'S FOREMOST INSURANCE COMPANY!

THIS IS THE AMAZING OFFER YOU CAN MAKE WHEN YOU PLAY ALLIED ARTISTS' SENSATIONAL SHOCKER!

YOU GET POLICIES FOR DISTRIBUTION IN ADVANCE!

HERE'S SHOWMANSHIP FOR TODAY'S TICKET BUYERS!



Phone or wire ALLIED ARTISTS today! *Play it HOT!*

Rosen Elected

(*Continued from page* 1)

ident to be held at the Hotel Sheraton-Astor on Thursday, April 17.

Newly-elected as vice-presidents were David Picker, Sol Rissner, Maurice B. Leschin, Irving Brown and Joseph Margolies, the latter three having previously been members of Victory Lodge of B'nai B'rith, which was recently merged into Cinema Lodge.

Re-elected as vice-presidents were Milton Livingston, Norman Robbins, Nat Rudich, and Jack Weisman. Jack H. Hoffberg was reelected as treasurer and Abe Dickstein was reelected as secretary. Shapiro was elected as chaplain.

Sidney Burdich, previously of Victory Lodge, was elected to the board of trustees of Cinema Lodge. Re-elected as trustees were Max B. Blackman, Harold Danson, Julius Collins, Leo Jaffee, Joseph Maharam and Hon. Arthur H. Schwartz.

Brenner Resigns

(*Continued from page* 1)

tive duty, effective March 1, he will continue as a member of the board and will be available to NSS and its subsidiaries for consultation and advice.

Robbins said that Brenner had wished for some time to be relieved of the pressure of his many duties at NSS, after 35 years of service with the company. Brenner presented his resignation to the board at its last quarterly meeting on Jan. 6.

Robbins said yesterday he and all other members of the board "expressed keen personal regret at Mr. Brenner's decision to retire, but their feelings were mitigated by the knowledge that his association with the company, though not active, will continue in the future and his rich background of experience will still be available for the benefit of the company."

Red Cross Drive

(*Continued from page* 1)

Robert Lippert, Frank Ricketson, Jr., Sam Rinzler and Robert Shapiro.

Principal speaker at the luncheon was Major General Robert J. Wood, who spoke on "The Army in the Space Age." The attentative dais, aside from Skouras, included Lauren Bacall, Anne Baxter, Thelma Ritter, Juanita Hall, Denise Darcel, Ned Depinet, Otto Koegel, Martha Scott, Thomas Hayward, and Charles Einfeld.

MPEA Holds Meet

The board of directors of the Motion Picture Export Association met a day ahead of schedule here yesterday to advise vice-president Robert J. Corkery on his present negotiations in Argentina. That country is planning new import restrictions unfavorable to American producers. Details of the advice given Corkery were unavailable. The board also discussed new developments in Poland, Indonesia and Brazil.

Tribute Paid to Lichtman

(*Continued from page* 1)

ing sense of personal loss and sorrow," Skouras said.

Reviewing Lichtman's career, Skouras declared: "Al lived a full life. From the time he arrived in this country, as a boy from Hungary, circumstances, fate, if you like, led him into the theatre. He spent all his life there, with the exception of a few years that he served as a soldier, in the United States Army. He dedicated the remainder of his life to the betterment and the advancement of the motion picture industry, which he loved so much. His enthusiasm and vigor were given wholeheartedly to both its art and its commerce.

Called 'Soul' of the Industry

"Indeed, Al's life was that of motion pictures. His growth paralleled that of the industry. His name was synonymous with motion picture—and the people of the industry could seldom talk of the movies without thinking of Al Lichtman.

"To my mind, he was the soul of the motion picture industry! We are paying tribute today, not only to a friend, but to one of our own pioneers, who slaved to raise the standard of our profession to a high level of dignity.

"He never ceased to fight for better theatres, for greater pictures so that this great instrument of influence would better serve the people of the United States—and all mankind.

"Al was a perfectionist. He could never tolerate mediocrity. He was always fighting for the best, since only perfection could satisfy him. He organized the first national sales organization in the business. He brought to it a sense of responsibility, and he pioneered in the establishment of the code of high moral ethics, which distinguishes our business today. He instilled character in the motion picture business.

"He was associated with all the important companies in the industry and contributed greatly to their growth, in the establishment of many new methods and innovations for the promotion and betterment of the industry.

'A Friendly Man'

"For all this," Skouras continued, "Al Lichtman enjoyed little material reward in comparison to the magnitude of his unceasing efforts for the advancement of the motion picture and the individual progress and welfare of all the people associated with the industry, in all its branches."

Lichtman was also, Skouras said, "a friendly man, a democratic man, who had great faith in people. His generosity was unbounded and, regardless of his own fortunes, he never turned away a friend in need. . . . He was not only a great person, but also a great American."

Interment of the deceased was at Mount Carmel Cemetery, Glendale, Queens.

Warner Exchange at Milwaukee to Close

Special to THE DAILY

MILWAUKEE, Feb. 24.—Warner Bros. will close its exchange here as of March 1, it was learned here today, and all bookings for this area will be done from Chicago. However, branch manager Jerry Wechsler will remain here as sales manager with one salesman. Scotty Hutcheson, office manager, and Frank Yablans, booker, will go to Chicago.

In another development involving exchanges, it is reported that Universal Pictures will book 40 of its accounts out of this city and another 40 out of Chicago. The large circuits and surrounding towns will still be serviced from the Universal office here, however.

The Republic exchange is also scheduled to close as of March 1.

Paramount and MCA

(*Continued from page* 1)

has received an initial payment of $10,000,000 of the agreed $50,000,000 purchase price.

Simultaneously, it was announced that EMKA, Ltd., had requested Paramount to continue to distribute a selected group of pictures from the pre-1948 library to theatres.

Barney Balaban, president of Paramount Pictures, on Feb. 7 announced that an agreement for disposal of Paramount's pre-1948 library had been arrived at with an affiliate of MCA.

The agreement was to be subject to the signing of final papers, which took place yesterday. The purchasing company has as its chief executive officer Jules C. Stein, head of Music Corporation of America and head of Management Corporation of America.

Louis Sidney Dies

(*Continued from page* 1)

afternoon at Cedars of Lebanon Hospital following a long illness.

He also had served as a vice-president and director of the Motion Picture Producers Association and as director of the Motion Picture Relief Fund and the Hollywood Coordinating Committee. Sidney was the father of George Sidney, producer-director, who is president of the Screen Directors Guild. His widow also survives.

The elder Sidney came to Hollywood in 1937 as an M-G-M executive. He had been with Loew's since 1923, serving as manager of theatres in Pittsburgh, Toledo and Dayton, Ohio, and in New York. Later he was in charge of stage policies for the circuit.

Pall bearers will include Marvin Schenck, Benjamin Thau, Abe Lastfogel, Edgar Mannix, Joseph J. Cohen and Benjamin B. Kahane.

'Windjammer' to Bow Apr. Set for New York Apr. 10

From THE DAILY Bureau

HOLLYWOOD, Feb. 24. — T premiere date of "Windjammer," Cinemiracle, has been changed fr April 6 to April 8, it was announc here today by Elmer C. Rhoden, pr ident of National Theatres.

"Windjammer" will open at Roxy Theatre in New York on Apr.

Business Her

(*Continued from page* 1)

metropolitan area exhibitors repor yesterday.

At Radio City Music Hall, MG "The Brothers Karamazov" and theatre's regular stage show se record gross of $34,000 on Washi ton's Birthday, and earned $104, for the Thursday through Sunday riod, which includes the holiday.

The Roxy had a "very good" weekend with David O. Selznick's Farewell to Arms" and the ice sh grossing $35,000 over the week

At two theatres, the Broad Astor and the east-side Plaza, Un Artists' "Witness for the Prosecut turned in a combined weekend g of $30,953, which amounts to $19 at the Astor and $11,723 at the Pl termed "record-smashing" by UA.

SRO for 'Ten' and 'Kwai'

Each giving six performances, hard-ticketed "The Ten Comm ments" and "The Bridge on the R Kwai" played to virtual capacit the Criterion and Palace, respecti "Commandments" grossed $21,00 the Criterion, and "Kwai" "just o $20,000 at the Palace.

In the neighborhoods, pat "were lined-up all over," accor to one exhibitor. At 27 RKO Thea 20th Century-Fox's "Peyton Pl turned in "the largest weekend since 'The Robe'"—$218,451. drama grossed $301,179 in its firs days.

On the Loew's chain, Paramo "Wild is the Wind" earned "app mately $220,000 during the three period, also in 27 theatres.

Coast Benefit Tomorr

HOLLYWOOD, Feb. 24. — Cedars of Lebanon Hospital will a major dinner for the million-d Cedars Medical Center campaig Wednesday night, at the Beverly ton Hotel, with Samuel J. Br Steve Broidy and Armand S. De among the host executives.

WHEN YOU NI
SPECIA
TRAILE
CHICAGO 1327 So. Wabash
That Are The Fastest And Th
Bestest You Can't Beat Dep
NEW YORK 630 Ninth Avenue
FILMA

. Flick Defends Board

(*Continued from page* 1)

part of the mandated opera- the Motion Picture Division. matter of record that the Mo- ture Division operates under assed by the duly elected rep- ves of the people of the state York. This law has been on ute books substantially in its form for the past 39 years.

personnel of the Motion Pic- ision are selected as the re- pen competitive Civil Service tion. They merit the charac- n, 'politically constituted board ors,' only in the sense that a duly constituted part of rnment. The qualifications for tions are professional in char- d are part of the state's policy uring the best professional l available."

records of the Motion Picture indicate that approximately the pictures submitted for lo not carry the Production al. The Education Depart- d the Motion Picture Division any constructive criticism ill help improve the Division's to the people of New York

'S *NOTE*: Dr. Flick's courte- ement unfortunately avoids with the essential facts and offered in the editorial.

xistence of the censor board andated operation" under a ed by the legislature many o was, of course, not brought stion. Neither was the ques- the competency or lack of ncy of the personnel of the ought under discussion in the

lick's assertion that "approxi- mately half of the pictures submitted for license do not carry the Production Code seal" tends to confuse rather than clarify. Irrespective of the percentage of Code pictures submitted for license the important fact remains that these are the pictures that occupy the overwhelming part of the screen-time of the theatres of the state.

Only an occasional non-Code picture approaches the circulation in the state of the average of the Code picture. Most of the non-Code pictures receive only a circulation that is trivial by comparison. And large numbers of others, principally imported films, never see the light of a theatre screen. Here is a case where to cite a statistical figure is to distort the practical truth.

It is regretted that Dr. Flick in his statement makes no reference to a current case of the inutility and ineffectiveness of the censor board which was cited in the editorial. The case referred to is that of ". . . and God Created Woman," an obscene and immoral film now playing in New York State under a license of the Motion Picture Division of the Department of Education.

Dr. Flick defends the operation of the censor board despite the well-known fact that the board, due to recent judicial decisions, now finds itself idly going through the motions of reviewing pictures with little or nothing in the way of power to deal effectively with even flagrant cases of obscenity and pruriency.

Yet the operation, accomplishing little or nothing in protection of the public interest, continues to levy license fees totaling nearly a half a million dollars a year. —M.Q.

Cinerama

ontinued from page 1)

. The contract excludes the States, Canada, Australia, la and Cuba, but otherwise rincipal world centers where ons are approved by Stanley

i is now operating Cinerama in England, France, Italy and nd his company is in charge Cinerama theatre at the Brus- rld's Fair in April.

t to agreement between Warner Cinerama and Robin onal Cinerama, Reisini will limited to one city in each but will be enabled to estab- ltiple Cinerama theatres in where conditions warrant eration or where the equip- y be used to a limited degree e units.

negotiations for deals are now completion stage for Berlin seldorf in Germany; Madrid elona in Spain; Vienna, Aus- Copenhagen, Denmark. Deals r countries throughout the e also in the process of nego-

Support of Bauer Bill Voiced by Fitzpatrick

Special to THE DAILY

ALBANY, N. Y., Feb. 24 — Commenting on a bill by Sen. Stanley Bauer, Buffalo Republican, which amends Section 130 of the Education Law, to prohibit exhibiting, or offering for exhibition, any poster or advertising that exhibits any scene or dialogue eliminated from a film licensed by the State Education Department's motion picture division, or which "distorts or misrepresents" the character of content thereof, James A. Fitzpatrick, counsel to Joint Legislative Committee on Offensive and Obscene Material—drafter of the measure—said today:

"It is our opinion that much of the advertising for motion pictures constitutes a misrepresentation of the content."

He added: "This is particularly true in connection with the advertising which emphasizes sex and sexually suggestive situations."

Fitzpatrick, former chairman of the joint committee, continued, "We feel that much of the current advertising is designed to appeal to prurient interest. We feel this is particularly evident when motion pictures are advertised as having once been censored or disapproved by any censorship group. In an instance of this kind, the attempt to appeal to the prurient is perfectly obvious."

Television Today

Denies Fight TV Being Taken from Theatres

An inference in an article in the current issue of "Sports Illustrated" that motion picture theatres may be on their way out as centers for closed circuit presentations of important prize fights was termed "unwarranted" yesterday by a spokesman for TelePrompTer Corp., which holds the TV rights to the March 25 Carmen Basilio-Sugar Ray Robinson middleweight championship.

The article reported that for the first time, boxing promoters are scheduling the closed circuit TV of the fight for their arenas in principal cities across the country. It will be put on as a "main event" following the usual preliminary bouts in such arenas. It said "huge screens will be dropped around the four sides of the rings and the championship bout will go on, visible from any direction." It adds that "It must seem to the percipient that the movie house is now doomed as a fight club."

"Not so," said Milton Fenster, press representative for TelePrompTer. "It's logical the closed circuit TV of championship bouts branch out in this manner, but the fight promoters have yet to prove themselves as sellers of these attractions. The film theatres already have demonstrated they can do the job very successfully."

'Northwest' Episodes Set For Full-Length Film

The first three episodes of M-G-M TV's new half-hour adventure series in color, "Northwest Passage," will be combined into a full length motion picture for release to theatres outside the United States and Canada, according to Joseph R. Vogel, president of Loew's, Inc.

The decision was reached at the close of conferences between Morton A. Spring, president of Loew's International, M-G-M executives and Adrian Samish, producer of the series. "Northwest Passage" has been purchased by NBC for presentation next season. Foreign distribution avoids conflict with TV presentation of the series in the United States and Canada.

Dallas Poll Hits Pay-TV

WASHINGTON, Feb. 24 — Senator Thurmond (D., S.C.) today told the Senate that a reader poll by the Dallas Times-Herald showed a 200 to 1 vote against any form of toll television.

L. A. Pay-TV

(*Continued from page* 1)

Television. Such rescission, if voted by the council, would cancel out franchises already granted applicants and indefinitely delay, or permanently knock out the establishment of pay-television in Los Angeles.

After receiving the applicants' letters requesting rescission, the council postponed the scheduled open hearing on the subject to March 5.

Foreseen Last Week

Today's upset was foreshadowed last week by the revelation that the council's Committee on Administration and Code, which has charge of proposing measures to be put on the ballot, would recommend that the council's action in approving pay-television franchises be placed on the Nov. 4 election ballot instead of June 3, as previously contemplated.

The reason given for the change was that one applicant was expected to ask for the withdrawal of all actions taken so far and that time was being allowed for such request.

On Friday Telemeter president Louis A. Novins dispatched a letter to the council making "formal request for withdrawal of franchise," explaining that "we relinquish our franchise rather than burden the city with the needless expenditure of public funds for a referendum that is now complicated by issues and forces unrelated to pay-television."

Doff Acted for Skiatron

On Monday the council received a communication from Skiatron vice-president Jerome L. Doff, making a parallel request for withdrawal.

Novins' letter read in part: "Before the end of the year, Telemeter will be installing its system in communities on the East and West coasts. These will be smaller communities than Los Angeles but will represent a cross-section of the public. Here the issue of pay-television will be decided in the traditional American way, by the public in the market place."

Julius Tuchler, chairman of the Citizens Committee Against Pay-Television, which conducted the campaign resulting in the successful demand for a referendum, told MOTION PICTURE DAILY it does not matter to his committee whether the issue goes on the June 3 or Nov. 4 election ballot, but the committee is firmly opposed to a rescission of the ordinances.

Ban Would Be Complete

Tuchler said his committee is taking the initiative to have the question placed on the November ballot, which will ban any type of pay-television in Los Angeles and also prohibit using any existing public utility for pay-television purposes.

This would prevent using telephone facilities, gas mains, or any other known or unknown method for transmitting television programs for pay.



10 BEST FILM L

N. Y. TI

N. Y. WORLD-TELEGRAM &

N. Y. JOURNAL-AMERI

DAILY MIR

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TIME MAGA

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WEST BERLIN FILM FEST

INTERNATIONAL CATHOLIC FILM OF

BELGIAN UNION OF FILM CRI

LOCARNO FILM FEST

SECOND BEST FILM OF THE YE

NEW YORK FILM CRI

NATIONAL BOARD OF REV

FEDERATION OF WOMEN'S CL

N. Y. HERALD-TRIB

AND NOW...

3 ACADEMY AWARD NOMINATIONS

One of the most honored Motion Pictures of 1957

12 ANGRY MEN

BEST PICTURE

BEST DIRECTOR
SIDNEY LUMET

BEST SCREENPLAY
REGINALD ROSE

MORE BE

BEST SCREENPLAY — *Film Daily*

HENRY FONDA — ONE OF THE BEST ACT
— *N. Y. Film C*

SIDNEY LUMET — ONE OF THE YE
OUTSTANDING DIRECTORS — *Film Daily*

RUNNER UP — BEST DIREC
— *N. Y. Film C*

CUE MAGAZINE BEST FILM

EDISON FOUNDATION NATIO
MASS MEDIA AWARD AS "THE FILM B
SERVING THE NATIONAL INTERE

HENRY FONDA in **"12 ANGRY MEN"** with Lee J. Cobb · Ed Begley and E. G. Marshall · Jack Warden · Martin Balsam · John Fiedler Jack Klugman · Edward Binns · Joseph Sweeney · George Voskovec · Robert Webber · Story and Screenplay by Reginald Rose · Directed by Sidney Lumet · Produced by Henry Fonda and Reginald Rose · Associate Producer George Justin · An Orion-Nova Production

THR
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All the News That News

MOTION PICTURE DAILY

Concise and to the Point

3, NO. 39 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 26, 1958 TEN CENTS

Industry Outlook Is Bright, Report on Product Shows

Goldenson and Hyman Cite Upturn in Box Office Receipts, 105 Top Quality Pictures in Offing from Hollywood

(Pictures on Page 4)

An unqualifiedly upbeat report on the immediate and long range prospects for the industry, based on what has been happening at the boxoffice and on the completed pictures or productions shooting of nine Hollywood studios, was given to trade press representatives by Leonard Goldenson, president of American Broadcasting - Paramount Theatres, and Edward L. Hyman, vice-president, at a luncheon yesterday in the company's home office dining room.

Boxoffice receipts for the current quarter were running well ahead of a year ago up to the advent of the recent cold wave over the greater part of the country, Goldenson said.

The setback since is a temporary one and the two AB-PT executives are confident that as the thaw sets in, the boxoffice gains will be resumed and the current quarter will end substantially ahead of a year ago.

"The essential vitality of this busi-

(Continued on page 4)

For summary of the product report see page 4.

Humanitarian Award To Warner Tonight

Jack L. Warner, president of Warner Bros. Pictures, will receive the annual Humanitarian Award from the National Foundation for Infantile Paralysis at a dinner in his honor tonight in the grand ballroom of the Waldorf-Astoria Hotel. The award to Warner will be given "in recognition of his valuable contributions to human welfare."

Spyros P. Skouras and Leonard Goldenson, the only previous recipients of the award, are co-chairmen of the dinner committee for the $100-a-plate gathering, with Elsa Maxwell serving as Women's Division chair-

(Continued on page 2)

Cohen Will Supervise 'Around World' Sales

Milton E. Cohen, veteran United Artists distribution executive, has been named supervisor of sales for Michael Todd's "Around The World in 80 Days" and will work with a representative of the Todd Company in directing broadened distribution for the United Artists release. Announcement of the assignment and the expanded sales program was jointly made yesterday by William J. Heineman, United Artists vice-president in charge of distribution, and Herman Odell, vice-president of Michael Todd Company, Inc.



Milton Cohen

Cohen, UA's Eastern and Southern

(Continued on page 2)

AA Has 6-Month Profit; Names Hurlock Director

From THE DAILY Bureau

HOLLYWOOD, Feb. 25.—Allied Artists Pictures and its wholly owned subsidiaries had a net profit before federal income taxes of $172,000 for the 26 weeks ending Dec. 28, 1957, as shown by the books without audit, Steve Broidy announced following a meeting of the board of directors here yesterday. This compares with a net loss of $798,000 for the corresponding period in the previous year.

Broidy also announced the election

(Continued on page 5)

New Midwest Slogan: 'War on Empty Seats!'

Special to THE DAILY

MINNEAPOLIS, Feb. 25.—Upper midwest theatremen will get a complete rundown on upcoming product, the release schedules, and a comprehensive advertising and promotion program designed for local level use when the newly-formed Theatre Owners' Business Building Committee holds an all-day session Thursday, March 13, at the Nicollet Hotel here.

The committee, which will bring together both independent and circuit theatre operators from Minnesota, the Dakotas and Wisconsin, has adopted

(Continued on page 6)

Can't Build Business On Reissues: Goldenson

Film reissues may be useful occasionally but "this is a business which is built on new product," Leonard Goldenson, president of American Broadcasting-Paramount Theatres, observed at a press luncheon here yesterday when asked about the role he reportedly played in an abortive ex-

(Continued on page 5)

All Media

scar' Show tal Audience Billion Seen

t Boon to Industry me and Overseas

y SAMUEL D. BERNS

LYWOOD, Feb. 25 — George president of the Academy of Picture Arts and Sciences, r Jerry Wald and Edith Head, consultant for this year's in- ponsored Academy Awards gave sufficient information at l press conference this morn- ignify the March 26 show as test boon to industry at home oad.

outlay of $850,000 was re- with NBC time charges taking). Promotion and advertising eted at $100,000. Stage set- usic and production will cost). Voting, tabulation and other come to $150,000.

n estimated one billion as the

(Continued on page 6)

'U' Modifying— losing Exchanges

WARREN G. HARRIS

sal-International is currently ng" exchange operations in ies and does not expect to any, H. H. Martin, U-I sales manager, reported here .

exchanges now undergoing ion, Martin said, are Albany,

(Continued on page 2)

levision oday

Page 5

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR

Speed, Quality and Service at Low Cost · Specializing in 35mm Color Developing · Dailies · 16mm Color Prints · Precision Opticals · Title Stand Work

Lifelike color in every scene

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave New York by plane tomorrow for Paris, enroute to South Africa.

•

ALFRED E. DAFF, executive vice-president of Universal Pictures, has returned to New York from Hollywood.

•

RUBE JACKTER, Columbia Pictures general sales manager, became a grandfather this week with the birth of a daughter, JODY, to his daughter, MRS. ROBERT WILNER.

•

ROBERT HAGGIAG, president of D.E.A.R. Film, United Artists distributor in Italy, has arrived in New York from Rome.

•

GORDON LIGHTSTONE, Paramount's managing director in Canada, has returned to Toronto from New York.

•

MRS. EARL WILSON, wife of the Minneapolis branch manager for Rank Film Distributors of America, has given birth to a boy.

•

DICK WINTERS, 20th Century-Fox syndicate and special events contact, will be married in June to NANCY L. TRUAX, of Fairchild Publications.

•

EDMUND L. HARTMANN, president of Writers Guild of America, West, has returned to Hollywood from Washington.

Ferguson Holds Detroit 'Kwai' Seminar Today

Special to THE DAILY

DETROIT, Feb. 25 — Robert S. Ferguson, director of advertising, publicity and exploitation for Columbia Pictures, will conduct a one-day advertising and promotion seminar on "The Bridge on the River Kwai" here tomorrow for executives of the Butterfield Circuit, including managers of nine first run theatres in Michigan. Joining Ferguson will be Columbia exploitation manager Ray Murray, who arrives here from a similar meeting in Dallas with Interstate Circuit officials.

A highlight of the sessions will be a screening of the film for the theatremen and key newspaper, television and radio people they have brought here with them from their home towns.

Cohen Named

(*Continued from page* 1)

division manager, will devote his full time to supervising the distribution of "Around The World In 80 Days" in the United States and Canadian markets. He takes over the newly-created post immediately.

At the same time it was reported that the Todd production has now grossed $31,647,703 in just 210 engagements.

Cohen's industry career began 33 years ago when he joined UA as a salesman in Chicago. Later he served with Columbia Pictures and then moved to RKO, where he became Detroit branch manager. In 1946 he was named Eastern-Central district manager and two years later came to Eagle Lion, where he successively held posts as Eastern sales manager and general sales manager. In 1951, when the Arthur Krim-Robert Benjamin management team took over at United Artists, Cohen rejoined the company as Western and Southern division manager. He was made Eastern and Southern division manager the following year.

On completing his present assignment, Cohen will resume his duties as Eastern and Southern division manager. Announcement of the Todd Company representative to work with Cohen will be made shortly.

Says 'U' Modifying

(*Continued from page* 1)

New Haven, Indianapolis, Cleveland, Milwaukee, Oklahoma City, Omaha and Portland, Ore. Under the changes, bookkeeping and certain supervisory work are being transferred to other cities, and office help is being reduced. These eight exchange cities will continue to retain sales, booking, shipping and inspection departments.

The success of these modifications, Martin said, will set the pattern for similar moves in other cities. He added that to his knowledge there was no truth to reports that U-I would eliminate 16 exchanges by the end of 1958.

As far as the merger of back-room operations with other companies is concerned, Martin said that U-I is "still in the talking and probing stage."

SW Sells Theatre

BALTIMORE, Feb. 25. — One of Baltimore's largest, first-run motion picture theatres, the Stanley, has been sold by the Stanley Warner Corp., to Morris A. Mechanic, who said the house will be managed by Jack Fruchtman. The Century, New and Mayfair Theatres here are currently operated by Fruchtman.

'Distress' Committee Planned in Ontario

Special to THE DAILY

TORONTO, Feb. 25 — Small-town theatre exhibitors in Ontario may be aided through a special "distress" committee being set up by the Motion Picture Theatres Association of Ontario. The committee, headed by H. C. D. Main of Sutton West, independent exhibitor, will study the possibilities of a plan to bring relief to small-town exhibitors facing closings of their theatres.

Follows Bolstad Suggestion

The material gathered by the committee will turn its information over to the intra-industry committee of the Motion Picture Industry Council of Canada. The committee's formation follows the pattern being set in other provinces by exhibitors' association following the suggestion of Rube Bolstad, chairman of the MPIC.

One suggestion already before the committee is that closed towns be allowed the choice of combined product if that privilege is necessary to the good health of the theatre, rather than being limited to the output of a few companies.

Pa. Ruling Prohibits Fueled In-Car Heaters

Special to THE DAILY

PHILADELPHIA, Feb. 24. — The use of in-car heaters fueled by liquid petroleum on or in cars at drive-in theatres throughout Pennsylvania is now prohibited as a result of a ruling by the Industrial Board of the State Department of Labor and Industry. Agents of the department will check all drive-ins to enforce the ruling, and infractions will be fined.

The ruling resulted from a series of complaints of damage to automobiles and their upholstery, and from a case of serious burns to a 16-year-old boy while refilling the individual car heaters from a large storage tank.

'Holiday' in London

LONDON, Feb. 25. — More than 100 of Europe's top newspaper men, radio and television commentators and press and newsreel photographers will cover the world premiere of Bob Hope's "Paris Holiday" at the Pavilion Theatre, here, Thursday night. The picture is a United Artists release.

Deny Drive-In Petition

PHILADELPHIA, Feb. 25.—A petition to build a drive-in theatre on ground forming part of Willow Grove Amusement Park in suburban Philadelphia was officially turned down by the Abington Township Zoning Board of Adjustment.

Honor War

(*Continued from page*

man. Proceeds from the dinner to the National Foundation's M Dimes campaign.

Among the notables who made reservations for the din Barney Balaban, Hon. Willia ton, Frank Capra, Philip E. P. Curtis, Alfred E. Daff Carlo de Ferrariis Salzano, Si Fabian, Harvey S. Firesto Roger Firestone, Leopold Fr William J. German, Al Goet Averell Harriman, William R Hearst, Jr., John Hertz, Jr., D. Hetzel, Robert L. Huffines

Also, Nat Lapkin, Mrs. Al Lasker, Abe Lastfogel, Ger Loeb, W. Stewart MacDonald, P. Marshall, James C. Petril H. Pforzheimer, Jr., Eugene Hermann G. Place, Milton I Elmer C. Rhoden, Herman I Nicholas M. Schenck, Mor Schrier, Serge Semenenko, V Shreve, Albert C. Simmon Prior Sinclair, Spyros P. Skour man Starr, Alfred N. Steele, C. Textor, Arthur K. Watson H. West.

64 Theatres Reope Monterrey in Tax T

Special to THE DAILY

MEXICO CITY, Feb. 25.— exhibition has resumed in Mo Mexico's third largest city, v opening of its 64 theatres th been closed by an embargo buildings and equipment the ordered when the exhibitors to pay a 50 per cent tax ordered by the city.

A truce was reached with t sonal intervention of César Galindo, president of the N Cinematographic Chamber, a briel Alarcón, president of t dena de Oro (Golden Chain) which operates most of Mor theatres. They are seeking to the mayor not to raise exhibit to such an extent.

Set Advertising Me

Ways and means of improv industry's institutional newspa vertising will be discussed at a eon meeting of production, d tion and exhibition representa the Harvard Club here tomor was announced here yesterda

DCA Opens in N.O.

NEW ORLEANS, Feb. 2 tributors Corporation of Amer opened an exchange here and Jol Bluestone, president of Afloat, as branch representative

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, S ndays and holidays, by Quigley Publishing Company, Inc., 127 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

IAIL A NEW HIT!

SINESS GREAT! M-G-M's NEW BLOCKBUSTER WINS ESS & PUBLIC IN MUSIC HALL (N.Y.) WORLD PREMIERE!

ARAMAZOV' MOVIE ASTERPIECE!" —*Newsweek*

'GHEST RATING!' ★★★★ Four Stars! The lives, loves, tes and lusts make absorbing drama . . . uninhibited scenes . . . ty pleasures of life. An arresting film." —*Cameron, News*

NG-SIZED!' Vigorous drama. Lust and love in this king-sized, ndsome color picture." —*Crowther, Times*

SSIONS SACRED, PROFANE!' Good story told with pace d fervor. Photography that movies rarely achieve. Yul Brynner shing, virile. Maria Schell, a pleasure to watch."
—*Zinsser, Herald Tribune*

CITEMENT!' Splashes screen with turbulent passions and mes. One watches with stunned attention. Powerful acting of e cast. Bold, splendid film." —*Peper, World-Telegram & Sun*

PERIOR!' Karamazov A-1 . . . Superior screen entertainment."
—*Gilbert, Mirror*

RD TO IMPROVE!' M-G-M's 'Brothers Karamazov' would hard to improve in terms of cast, color, scene and music. Lee J. ob tremendous." —*Winsten, Post*

VISH!' Film of good and evil. Stormy love scenes, ion, gypsy songs and dances, lavishly mounted."
—*Pelswick, Journal-American*

— ★ —

ADE PRESS FORECASTS BIG BIZ: agnificent production to convert into dollars at the office."—*M. P. Herald*. "Stands to be a big commer- hit."—*Film Daily*. "Stacks up with the blockbusters he season."—*M. P. Daily*. "Ammunition aplenty to l the big exploitation guns."—*Boxoffice*. "One of the 's commercial successes."—*Variety*. "Word-of-mouth nt force behind its success."—*M. P. Exhibitor*. "One he season's major offerings."—*Film Bulletin*.



YUL BRYNNER as dashing Dimitri will long be remembered in the role of gambler, sinner and great lover!



MARIA SCHELL as the luscious Grushenka stolen by Dimitri from his sensual father!



CLAIRE BLOOM as Katya, the rejected beauty who got revenge!

M-G-M presents

THE BROTHERS KARAMAZOV

starring

YUL BRYNNER

MARIA SCHELL · CLAIRE BLOOM

LEE J. COBB · ALBERT SALMI

and co-starring RICHARD BASEHART

with WILLIAM SHATNER

From the Novel by Fyodor Dostoyevsky

An Avon Production • In METROCOLOR

Screen Play and Direction by RICHARD BROOKS

Produced by PANDRO S. BERMAN

M·G·M BACK ON TOP IN '58!



M.P. DAILY pictures

Edward L. Hyman

See Industry Outlook Bright

(*Continued from page 1*)

ness is shown in the number of pictures which currently will gross $5,000,000 to $10,000,000," Goldenson said, "whereas only a few years ago pictures that did that kind of business were a rarity. Obviously, we lose our perspective when we have fears about the future of this business."

Cites Leading Films

Goldenson named among the top-grossing films of the day, "Sayonara," "Peyton Place," "Bridge on the River Kwai," "A Farewell to Arms," "Don't Go Near the Water," "The Sad Sack" and "Old Yeller." Many more of the same caliber are included in the list of forthcoming product compiled by Hyman during a visit to Hollywood from which he returned only recently.

"I can say without reservation," Hyman reported, "that never before on my visits to Hollywood have I been so heartened as by what I have just seen."

Covered 105 Features

His report covered 105 features of above average quality which he either had seen in entirety or in part, and, in the case of pictures being prepared for production, of what had been described to him of budgets, stories, casts and other pertinent information.

The study and report were undertaken in connection with the campaign for establishment and maintenance of "orderly distribution" schedules by all companies which he and Goldenson have been actively campaigning for over the past two years. The object of the campaign is to assure theatres of an even flow of quality releases throughout the year and to avoid log jams of such releases at major holiday and mid-summer periods.

Distribution Plan Popular

Hyman said that distributors are 100 per cent for orderly distribution now, and that most producers are, too, realizing that its value accrues not to the exhibitor alone but also to the producer-distributor. In the last three months it has been endorsed, he reported, by approximately 1,200 exhibitors, representing about 80 per cent of the theatres of the country.

To encourage exhibitors to do their share in helping the quality attractions which are released at non-holiday periods to do top business and justify the continuance of the orderly distribution procedure, Hyman has been conducting area meetings with them from time to time in all parts of the country.

To Kansas City March 11

The meetings held thus far have included Boston, Detroit, Salt Lake City, San Francisco and Los Angeles. On March 11 he is scheduled to conduct his next meeting in Kansas City, to be followed on March 13 by another in Minneapolis.

Since the first meeting on Dec. 4 in Boston, Hyman said the improvement in exhibitor morale has been so remarkable that it unmistakably bespeaks basically improved industry conditions. He attributes some part of this to the effects of the extent of orderly distribution attained thus far, as well as to better product.

Will Continue Efforts

"This effort cannot stop here," Hyman said, "and we intend to continue until we realize orderly distribution in its fullest sense and on a continuing basis. We once again urge the vital necessity for exhibitors not only to keep this movement alive by adding their urging to ours, but in getting behind every quality picture, not only during the holiday seasons but during the so-called 'orphan periods,' and by their showmanship and their ingenuity in advertising and exploitation get the utmost out of each such attraction.

"I would particularly urge them to focus their attention on this coming May-June period and show the distributors that the quality pictures entrusted to them during May and June will receive their all-out endeavors and bring the finest returns for them and the distributors."

Hyman urged distributors to adhere to the release schedules they have furnished and to "load the cards with better quality attractions for May and June."

Promises Complete Cooperation

"You can," he promised, "rely on the ultimate in cooperation by the exhibitors of America in giving these two months a tremendous showmanship effort that will not only bring fine boxoffice returns but will convince you even further that orderly distribution once tried will never be denied."

Highlights of Report on 105 Top Pictures from 9 Suppliers

A report on 105 quality productions from nine major suppliers, seen in whole or in part, or based on pre-production information, p by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, following a recent Hollywood visit, is ready for distribution to exhibitors in booklet form.

Highlights of the report include the following:

Allied Artists. Steve Broidy, president, reports plans to release one top picture per month during 1958-'59. Four of them are in production or ready to start.

Buena Vista. Card Walker, vice-president of Walt Disney Prods., provided titles and release dates of eight of the company's quality productions from March, 1958, to March, 1959.

Columbia. Harry Cohn, president, listed five top quality productions completed and ready for release, seven in production, and one, "Joseph and His Brethren," to be finished and released in 1959.

M-G-M. Four quality productions completed and ready for release, a fifth being edited, and three more shooting.

Paramount. Seven quality productions completed and ready for two being edited, and five, in three Perlberg-Seaton product preparation.

20th Century-Fox. Buddy production head, voicing the that "only outstanding prod and new showmanship ideas c audiences away from the TV and back to the theatres . . big story properties, top sta fresh personalities, produced rected by hit makers of vast ence, are the only panaceas business," listed 23 quality o ready and scheduled for 1958 at the rate of two a month be with March and increasing t for November and December. dition, 11 top quality propert on the company's production nle for 1959.

United Artists. Robert Be and Robert Blumofe afforded on 15 top attractions either con or in production.

Universal. With a year's supply on hand, plans for con operations are being formula the company's chief executive man reported. In view are th quality releases for early or mi mer, five more of that caliber ing release.

Warner Bros. Jack L. Warne ident, asserted the public will out to see films of genuine me "in this response to fine pict see only cause for optimism a reason for added faith in the tion of entertainment which wil ure up to the high standard de ed." He listed seven top quality pleted pictures and nine m quality rating either shooting preparation.

Leonard Gol



elevision Today

no's Where

J. Sioussat has been appointurtive assistant to the CBS ident, Washington, effective , it was announced by **Joseph** n, vice-president of CBS in ton. Miss Sioussat will relinr post as director of talks for ws in New York on joining organization in Washington.

□

(Buddy) Sugg, executive vice- and director of WKY Telestem, Inc., a subsidiary of the a Publishing Company, Oklaity, will join the National ting Company on April 1 as he company's owned Stations Sales Division, **Robert W.** NBC president, has announce-, who will report directly to will be proposed for election -president at the NBC board ors meeting on March 7.

Lang Will Join V Programs

om THE DAILY Bureau

YWOOD, Feb. 25 — Motion roducer Otto Lang is joining vision Programs, Inc. as a His first assignment has not set, but he is expected to several episodes in Ziv's adseries, "Target," now before ras with Adolphe Menjou as narrator.

FCC Toll-TV Question May Be Settled Today

From THE DAILY Bureau

WASHINGTON, Feb. 25.—The Federal Communications Commission hopes to settle the thorny toll-TV issue tomorrow, amid mounting indications it would schedule at least a temporary postponement in proposed toll-TV tests.

Both the House and Senate commerce committees have approved resolutions urging the FCC not to act without specific authorization from Congress. In addition, Senate committee chairman Magnuson (D., Wash.) has said his group would hold hearings late next month on bills to ban toll-TV permanently.

The FCC has said it would not start processing toll-TV applications before March 1, and so far has received only one application, which staff members say is incomplete. Some officials feel it need not do anything but keep quiet on the whole subject. However, others feel that the commission has an obligation to clarify the situation and should announce its stand one way or the other.

The commission regularly meets on Wednesday, and twice before has had toll-TV on the agenda but could not reach it.

One possible solution would be for the FCC to announce a postponement of tests until some future date and say it would go ahead then unless Congress positively bans toll-TV in the meantime.

.Goldenson

ntinued from page 1)

ove to purchase Paramount pre-1948 library in order to pictures from being shown ion.

son denied he had any part ping the idea and disclaimed st in it.

rectly contrary to my views," 'I don't see how theatres can ed to compete with old films ee on television by offering to the public for an admis-. The whole theory of theatition with free films on teleo offer newer, better quality TV can show.

esterday's Newspaper'

t see how you can expect to rday's newspaper," he com-

ison also denied a published at a proxy fight was in pros- annual meeting of AB-PT ers this spring.

not true now," he said, "and s."

ng to a question, Goldenson ew diversification for AB-PT d at this time.

Arts Council Suggested In N. Y. State Bill

Special to THE DAILY

ALBANY, N. Y., Feb. 25 — A New York State arts council, to foster the fine and performing arts, is proposed in a bill introduced today by Sen. MacNeil Mitchell and Assemblyman Archibald Douglas, Jr., Manhattan Republicans, and Assemblyman Bentley Kassal, New York Democrat.

The measure creates a 16-member council, six to be appointed by the Governor and five each by the president pro tem of the Senate and the speaker of the Assembly.

The council would administer a 500,000-dollar fund, to become available when matched by an equal amount from private donors. The bill would take effect immediately.

Sher Acquires Theatre

COLUMBUS, O., Feb. 25. — The Plaza in Toledo, Ohio, is the latest theatre in the growing circuit of art houses operated by Louis Sher, who operates the Bexley and Drexel in Columbus and 10 others in Cleveland, Akron, Yellow Springs, Memphis, Milwaukee, Louisville, Detroit, Kansas City and Denver.

Allied Artists

(*Continued from page* 1)

of Roger W. Hurlock as a director to fill the vacancy which has existed since the death of G. Ralph Branton in December, 1957. Hurlock, who is a real estate operator and investor, resides in Juneau, Alaska.

For the current 26-week financial period, no provision was made for federal income taxes because the previous year's loss will be carried forward to offiset the current year's profit. In the 26 weeks ended Dec. 29, 1956, a credit of $346,000 was provided for estimated refund of federal income taxes, so that the net loss after this income tax credit, was reduced to $452,000.

Gross Up Slightly

The gross income for the last 26-week period in 1957 amounted to $8,-992,150 as compared with $8,662,686 for the same period in the previous year.

Commenting on the company's future operations, Broidy said that while it was indicated that the first three months of 1958 might show a loss, the seasonal upswing coinciding with the opening of the drive-in theatres, should, during the following three months through June 28, 1958, show favorable results.

Stock Purchases to Continue

Broidy also reported that from the beginning of the current fiscal year, July 1, 1957, to date, the company has acquired by purchase on the open market 9,700 shares of its preferred stock and 92,800 shares of its common stock. It is contemplated that further purchases will be made from time to time.

Cites AA International's Big Gains in 1957

Business for Allied Artists International Corporation during 1957 increased considerably over the previous year in most territories throughout the world with more than 1,000 per cent shown in Thailand and 600 per cent in Belgium, according to Norton V. Ritchey, president of the company. He predicted that "1958 will be the biggest year we have ever had, topping 1957's record-breaking pace which, in turn, had beaten 1956, our previous all-time high year."

Ritchey pointed out that in Europe virtually every country showed an increase in 1957 and in Latin America, also, "we showed gains in practically every country."

'Cattle Empire' to Bow

HOLLYWOOD, Feb. 25 — Producer Robert W. Stabler and Joel McCrea, star of "Cattle Empire" will leave here by plane tomorrow for the premiere sponsored by Variety Tent No. 16, of Omaha. McCrea will continue on for a 10-city tour in connection with 150-theatre Midwest saturation booking.

PEOPLE

Kurt Unger, who for the past five years has been United Artists special representative in Italy, has been assigned by the company as production liaison executive in London under the overall operation of **Monty Morton,** UA's managing director in Great Britain.

□

Ted Schlanger, Stanley Warner Theatres zone chief in Philadelphia; **David Supowitz,** theatre architect, and **Jay Emanuel,** exhibitor, are members of the sponsoring committee for the testimonial dinner to be held on March 4 at the Benjamin Franklin Hotel, Philadelphia, honoring **Victor H. Blanc,** district attorney of that city and a past chief barker of Philadelphia Variety Club.

□

Pete Stewart, manager of the Warner Brothers exchange in Seattle, has resigned after 28 years with the company and has been succeeded by **Carl Miller,** formerly manager for the company in Denver.

□

Thornton Sargent, who resigned recently as advertising-publicity director of National Theatres, on Monday will join the Lou Smith Organization, Hollywood public relations concern, as associate member.

□

Jack Beresin, chairman of the board of Variety Clubs International, and **Ben Amsterdam,** Philadelphia exhibitor, were cited as "Kings for a Day" by the Philadelphia Variety Club at a luncheon held there this week in the Bellevue-Stratford Hotel.

□

James O. Mock, acting manager of the 20th Century-Fox branch in Charlotte since the death of **John E. Holston,** has been promoted to the managerial post.



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BRITISH OVERSEAS AIRWAYS CORPORATION

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Midwest Meet

(*Continued from page 1*)

as its slogan "Declare War on Empty Seats!"

Principal speaker of the morning meeting will be Edward L. Hyman, executive vice-president of American Broadcasting - Paramount Theatres and one of the leaders in the fight for adoption of an orderly releasing system by the major film distributors.

Schedules to Be Distributed

Hyman, fresh from a trip to the west coast, where he has viewed completed product, rough cuts and rushes from all the major pictures scheduled for distribution in the next four to six months, will present a complete report on the films and exhibitors attending the session will be given copies of the schedules together with merchandising programs.

At the afternoon session, Harry Greene, Welworth general manager, and Ev Seibel, advertising director of Minnesota Amusement Company, will present their four-pronged advertising-exploitation campaign aimed at bringing patrons back to the theatre in the upper midwest.

Members of the organizing committee have stressed that despite published and oral reports to the contrary, there is no plan to affiliate the new group with Theatre Owners of America.

Won't Be Discussed

"We felt at the first committee meeting," one of the organizing groups said, "that our first job was to seek methods of bringing patrons back to the theatres and to form a group which could work collectively toward that goal. Some of the group are now members of TOA, but there has been no commitment made to any national organization. We believe that is a matter that should be left up to the full membership of a truly representative organization which includes independent as well as circuit operators. We don't even contemplate discussing the question at the Mar. 13 meeting."

N.Y. Film Bill Backed By Two Assemblymen

Special to THE DAILY

ALBANY, N. Y., Feb. 25. — Assemblymen Daniel Kelly and Bentley Kassal, Manhattan Democrats, today expressed approval of that part of Sen. Stanley Bauer's bill amending the Education Law, to ban posters and advertising which present or exhibit any scenes or dialogue eliminated from a film licensed by the State Education Department's motion picture division. However, they disapproved the provision barring a banner or similar advertising which "distorts or misrepresents the character or content of any picture licensed by the department."

Kelly, who argued last spring against assembly adoption of a measure reducing the fees charged for licensing pictures, said the second provision in the pending act is "too broad."

Kassal, sponsor of a bill banning the use of subliminal advertising in motion picture theatres, unless audiences were alerted, stated he opposed the concept of barring film advertising which "distorts or misrepresents."

"If a film is objectionable, it should not be shown," Kassal declared; "however, where a picture is exhibited, I am unalterably opposed to the control of its advertising."

Kelly and Kassel are members of the legal profession.

Kelly stated his belief in the likelihood of the Bauer bill's passing, provided it is reported favorably by the education committee of the Senate.

REVIEW:

Stage Struck

RKO Pictures—Buena Vista

OF ALL THE legends about the legitimate theatre (and there are hundreds of them) none is so popular with sentimental writers as that in which an inexperienced but aspiring young girl becomes a star overnight when she steps into the leading role of a new play at the last minute after the temperamental leading actress has abruptly walked out. This is the story, in essence, which is being given a workout again in "Stage Struck," the first picture to be made by RKO Radio since it set up operations as an independent production outfit.

Actually this film is a remake of "Morning Glory," an old Katherine Hepburn vehicle first produced in 1933. In the leading role this time is Susan Strasberg, who is well known on Broadway for her work in "The Diary of Anne Frank." Her only previous screen appearance was as the adolescent daughter in "Picnic."

RKO produced this new version of the tale in its entirety in New York City in such actual locales as Broadway and the side streets in the 40's where most of the stage theatres are. The audience is taken on tours backstage in two real theatres as well as to reproductions of producers' offices and the plush apartments in which stage folk legendarily live. The backgrounds of this picture, which were photographed in tasteful Technicolor, look authentic indeed.

The characters and situations, unfortunately, are less real. The former (created originally by Zoe Akins in a stage play which has been adapted this time by Ruth and Augustus Goetz) are stereotypes—the young girl from Vermont who comes to New York with star dust in her eyes; the producer who combines good taste with an eye on the box office; the conscientious and dedicated playwright; the shallow star actress, etc. And the plot omits few of the familiar situations that other stories about the theatre have exploited: the frenzied cocktail party on opening night; the excitement of waiting for the critics' notices; clashes of temperament during rehearsal, and, of course, that fanciful ending in which the novice takes over the leading part on opening night.

For all that, however, there are some touching and truthful moments in this picture, and most of them are supplied by Miss Strasberg, who fills out and gives substance to a role that the writers have not sufficiently individualized. She has a wispy, poignant quality that Sidney Lumet, the director, has brought out effectively and particularly in his skillful use of close-ups of her sensitive face.

Some other capable actors have been cast in "Stage Struck" but given less opportunity to develop and expand their parts. Henry Fonda is the producer who gives her the big chance; Christopher Plummer, the playwright who falls in love with her; Joan Greenwood, the high-strung star who walks out on the play; and Herbert Marshall, an elderly actor who encourages the heroine in her career.

Stuart Miller produced "Stage Struck," which will appeal primarily to audiences who like stories about the stage—as seen through rose-colored glasses and misty-eyed.

Running time, 95 minutes. General classification. Release, in March.

RICHARD GERTNER

'Pacific' Orders Mount

The film version of Rodgers and Hammerstein's "South Pacific" has already piled up more than 1,000 mail orders on the basis of initial ads in New York's Sunday newspapers, Charles B. Moss, executive director of the Criterion Theatre here, where the film will debut March 19, announced yesterday.

Book 2 at Victoria

"The Last Paradise," a Paneuropa Production released by Aidart Pictures, will open at the Victoria Theatre here on Friday. "Satchmo the Great," a United Artists release, will begin an engagement there on the same day.

'Oscar' Sh

(*Continued from page*

potential all-media audience the world, with 200,000,000 the show—65 to 75 million T ers in U.S. and Canada, an prints of the event being su nations around the globe.

Wald promised this year will be "dignified without bei pous, and funny without bei

Approximately 3,000 thea close for the night of the ev thousands more will run trai lobby displays urging the p view the event on TV or NBC radio coverage, Seaton as a result of his meeting wi tre Owners of America off the Florida convention.

'Station Breaks' Purchas

Seaton also stated that 90 of "station break" time, usua by 10-second spot announcem already been purchased by th emy to avoid commercializatio show.

One of the program's h will be a five-minute Donal Cartoon created by Walt D recount the history of mot tures.

Seventy-five stars are alrea mitted to participate, many o such as Clark Gable, Gary Gregory Peck and Mitzi Gayn never before appeared on te Time will be allotted these s more than just a "hello," Wal ed out.

Delays Eliminated

Wasted motion will be eli in the handling of "Envelo Oscars," which cost the sho than eight minutes last year. (containing all envelopes will the speaker's stand and Natali and Robert Wagner will pre statuettes.

Major presentations such supporting actor, direction, e be scheduled earlier to mai steady interest for all ca throughout the show.

Nine television cameras wi the event from Hollywood, cut-ins from New York, it was out by Alan Handley, NBC-T ducer and director.

Advice from Miss Hea

Edith Head offered advice on color and style of gow should be worn. She deem would be greatest fashion sho with creations of Hollywoo York and European designer displayed by the world's names as models.

Mel Ferrer and Miss He report the evening's activiti NBC radio.

An innovation for press c of the event was described b Wheeler, art director. A 140 foot, canvas-top building will up on a parking lot adjoini Pantages Theatre, where win the awards will be interview photographed.

All News That News

MOTION PICTURE DAILY

Concise and to the Point

NO. 40 NEW YORK, U.S.A., THURSDAY, FEBRUARY 27, 1958 TEN CENTS

Toll-TV Tests Postponed Temporarily by the FCC

Plans to Take Action on Applications 30 Days After Congress Adjournment 'If There Is No Legislation in Meantime'

By J. A. OTTEN

WASHINGTON, Feb. 26—The Federal Communications Commission today postponed temporarily its scheduled toll-TV tests, in response to Congressional demand, but put a deadline on the postponement.

In a statement issued late today the commission said it had "determined that no application for authorizing the conduct of a trial of subscription television operation will be considered for processing until 30 days following the adjournment of the 85th Congress."

The one-sentence statement was put out at the end of a lengthy meeting and the commission said it would probably issue a formal order tomorrow amplifying the statement. The

(*Continued on page 5*)

George Murphy Joins Desilu Productions

From THE DAILY Bureau

HOLLYWOOD, Feb. 26 — George Murphy, widely known as a public relations representative for M-G-M and the film industry at large, and who recently resigned from that studio after 25 years of employment, has

(*Continued on page 5*)

JOHNSTON'S TRIUMPH

THE Conference on Foreign Aspects of United States National Security, held this week in Washington, was a notable success. A distinguished assemblage of men and women influential in business, industry, civic affairs, religion, the press and other fields was in attendance. Addresses were delivered by a list of leaders of the nation of both political parties, headed by the President of the United States.

The generalissimo of this historic event was Eric Johnston, president of the Motion Picture Association of America. At the invitation of President Eisenhower he developed the idea of the conference, brought to Washington 1,500 key persons from all parts of the country and led to the speaker's platform such diverse personalities as Harry S. Truman and John Foster Dulles, Richard Nixon and Adlai Stevenson.

The event in its significance and influence, administered so successfully by the head of the industry's principal trade association, reflects a large measure of prestige upon the business of motion pictures.

To Eric Johnston the event, so far-reaching in its impact on international affairs, brings most deservedly high compliment for an important job well done. ***—MARTIN QUIGLEY***

Will Map Promotion For 13 UA Pictures

From THE DAILY Bureau

HOLLYWOOD, Feb. 26.—Promotional programs for seven of United Artists' completed major films and six in production or preparation will be worked out here next week at meetings to be held by Roger H. Lewis, national director of advertising, publicity, and exploitation. Hollywood UA officials attending will include Robert F. Blumofe, vice-president in

(*Continued on page 2*)

Mass. Anti-Trust Suit Settled Out-of-Court

Special to THE DAILY

BOSTON, Feb. 26. — An out-of-court settlement has been made in the anti-trust suit of the Lendonsol Amusement Corp., operating the Adams Theatre, Quincy, Mass., versus the eight majors. The case was set for trial Feb. 24 but an agreement was reached before it came up to the courts.

Although the amount of settle-

(*Continued on page 5*)

Paramount Here Books Fox's 'Young Lions'

The Paramount Theatre here "will enter upon an expanded program" of booking top quality product and will show 20th Century-Fox's "The Young Lions" as the first feature under its new policy. Robert K. Shapiro, managing director of the theatre, announced yesterday. The opening date has been set for early April.

Indications are that with the Roxy Theatre, its long-time showcase here, being converted to Cinemiracle, 20th-Fox will henceforth book much of its top product at the Paramount.

RCA Business Tops $Billion for 3rd Year

The Radio Corp. of America last year achieved the largest volume of sales in its 38-year history—$1,176,-277,000, up 4.3 per cent from 1956—according to the annual report released yesterday by Brig. General David Sarnoff, chairman of the board

(*Continued on page 2*)

es Industry Help
rner Given manitarian ard Here

by Polio Group for Human Welfare

WARREN G. HARRIS

(Picture on Page 6)

. Warner, recipient of the manitarian Award from the Foundation for Infantile called last night for a re-tion-wide effort to wipe out pletely in the United States. dent of Warner Bros. Pic-ressed a March of Dimes his honor in the grand ball-the Waldorf-Astoria Hotel. h followed the presentation

ntinued on page 6)

tors Attend Wage Hearing

ic hearing on the recom-crease of wage standards in ment industry in New York held here yesterday at the State Office Building by Commissioner Isador Lubin. g for himself and for Solo-sberg of the Metropolitan icture Theatre Association Harling of Fabian Theatres,

ntinued on page 2)

s Still Operate; Meets Tomorrow

THE DAILY Bureau

WOOD, Feb. 26. — The m which musicians have drawn since the breakdown ions between the AFM and ios last week continued un-

ntinued on page 5)

levision oday

Page 5

PERSONAL MENTION

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president in charge of advertising-publicity, will leave New York for London tomorrow via B.O.A.C.

•

B. G. KRANZE, vice-president of Stanley Warner Cinerama, has returned to New York from Havana.

•

ALFRED KATZ, United Artists home office foreign department executive, has returned to New York following a four-week tour of Central and South America.

•

TED COTT, National Telefilm Associates vice-president in charge of owned-and-operated stations, will return to New York today from Minneapolis.

•

BERNARD M. KAMBER, national director of advertising-publicity for Hecht-Hill-Lancaster, and JOE HYAMS, Eastern publicity manager, have returned to New York from Washington.

•

BERT ORDE, of "Redbook," has returned to New York from Hollywood.

•

LEO PILLOT, exploitation manager for Rank Film Distributors of America, has returned to New York from Portland and Seattle.

•

AL STERN, West Coast director of press relations for National Telefilm Associates, arrived in New York yesterday from Hollywood.

•

A. W. SCHWALBERG, vice-president of NPA Pictures, has left Kansas City for Dallas.

•

CHARLES L. CASANAVE, president of the Fred Astaire Dance Studios, will leave here at the weekend for Chicago.

•

GEORGE LAMBERSON, of "Look" magazine, will leave here over the weekend for the Coast.

•

MRS. RITA STONE, secretary of ATA Trading Corp., foreign distributors of American International Pictures, has given birth to a girl at Brooklyn Jewish Hospital.

•

NORTON V. RITCHEY, president of Allied Artists International, and EDWARD MOREY, Allied Artists vice-president, will return to New York today from the Coast.

RCA Report

(*Continued from page* 1)

of directors. It was the third consecutive year that RCA's business topped the billion-dollar mark.

The report, signed by General Sarnoff and John L. Burns, president, disclosed the following distribution of sales volume: commercial manufacturing and services, 50 per cent; Government manufacturing and services, 23 per cent; broadcasting revenues of the National Broadcasting Co., Inc., 25 per cent; radiotelegraph operations of RCA Communications, Inc., 2 per cent.

Profits Off Slightly

While sales rose to a record peak, the report said, "softening of general economic conditions and the highly competitive situation in the radio-TV industry caused a 3.7 per cent reduction in profits for the year compared with 1956."

Net profit before Federal income taxes was $77,049,000, and after taxes $38,549,000. The corresponding figures for 1956 were $80,074,000 and $40,031,000.

Earnings per share of common stock were $2.55 in 1957, compared with $2.65 in 1956.

Federal income taxes, social security taxes, property taxes and other state and local taxes paid by the corporation in 1957 totaled $55,253,000. In addition, excise taxes amounted to $31,779,000, making the total tax bill $87,032,000, equivalent to $6.28 per common share.

MCA, Morris Agency Face Anti-Trust Probe

The Anti-Trust Division of the Department of Justice has opened an inquiry into the Music Corp. of America and the William Morris Agency, the two largest organizations representing entertainment talent, it was learned here yesterday. Richard B. O'Donnell, chief of the anti-trust division in New York has confirmed an investigation is underway but declined to give further information.

The two agencies are reported to control about 40 per cent of the prime night time on television program. They are said to be able to do this because they have under contract a large number of established stars.

In addition, the Music Corporation has a subsidiary, Revue Productions, which makes filmed series for television broadcasting. Entertainers have said that this puts the Music Corporation of America in the position of being their employer as well as the organization that is supposed to represent their interests when negotiating with prospective employers.

Ban L.A. Police Aid in Making Training Films

From THE DAILY Bureau

LOS ANGELES, Feb. 26.—Los Angeles Police Chief William Parker today angrily rescinded staff permits, under which police force members had been permitted to participate in producing films for training purposes, when one such film, "The Narcotic Story," opened in four local theatres as a commercial attraction under billing describing it as "truly authentic" and quoting California Attorney General Edmund Pat Brown to that effect.

The film had been photographed in 16mm. for police-training purposes and shot up to 35mm. by a group named Police Science Films for theatrical exhibition.

In addition to revoking permits which gave the police staff authority "to assist in making training films," Parker told the press, "I can't make myself approve any film made by members of my department which violates the Production Code. I would be the last to knowingly become party to such violation." (Persons who have seen the picture say the use and addiction to the traffic in drugs is shown in all detail.)

"Narcotic Story," which has been shown to invited groups in Las Vegas and Pasadena prior to a press screening here last week, has not been submitted to the Production Code Administration.

Houses running picture are the United Artists circuit theatres in downtown Los Angeles, Glendale, Inglewood and Pasadena.

No formal distribution connection has been consummated.

To Map Promotion

(*Continued from page* 1)

charge of West Coast production, and Leon Roth, coast publicity coordinator.

Lewis, who is co-chairman of the Motion Picture Association's Academy Awards subcommittee, will also confer with MPA officials on the "Oscar" telecast and the business building program. He arrives here Friday.

Before returning to the home office, Lewis will stop in Kansas City on March 12 to address the Kansas-Missouri Theatre Association convention.

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Play Safe—Order Your
SPECIAL TRAILERS
From Good Old Dependable
FILMACK
Always Quick - Always Good!
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue

Wage Heari

(*Continued from page* 1)

who were also present, Mortor
shine, representing the Indep
Theatre Owners Association, sai
he had "filled the record" at
eight previous hearings and
defer further comment. He adde
if the Wage Board for the Amus
Industry had any further questi
exhibition he would be "glad"
swer them.

Later in the hearing, however
ter Neithold, owner of the C
Theatre in Goshen, N. Y., came
Lubin and stated that he was
senting all those small theatre o
"that didn't have the courage to
here."

Lubin Queried

Neithold asked Lubin if it w
right with him if, when the pr
wage increases went through
patron or employee con
prompted by the resulting in
in admissions or decrease in w
schedules was blamed on Lubi
Governor Averell Harriman. H
that at present his payroll amo
to 30 per cent of his gross, b
added the statement that this
could be reduced to 15 per c
business increased.



ASK YOUR THEATRI
TO BRING HER BACK
In this Centennial Year of Lou
20th Century-Fox's
THE SONG OF BERNADETTE*
starring Miss Jennifer Jone
*Cannot be seen on TV!

This ad will reach the 76.8 million rea
of LIFE, LOOK, SEVENTEEN, GOOD
HOUSEKEEPING and 10 more top publica

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, S ndays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.

and Theatres, Restaurant ing Lots Join Forces

Special to THE DAILY

TLAND, Ore., Feb. 26 — In o stimulate attendance at Port- downtown theatres, a three-way has been made, headed by the ount, Guild and Broadway s. the Portland Downtown Res- Association, and a dozen wn parking lots.

package includes dinner, re- theatre admission and free , and got under way on Mon- th the distribution of specially ed parking and theatre tickets staurant checks.

. Light-Power Bill nded, Re-Filed

Special to THE DAILY

BANY, N. Y., Feb. 26—Amend- neet an objection which caused ar's measure to be sent to the committee just before adjourn- the Steingut bill has been re- ced. It provides that places of assembly accommodating more 00 must have an independent lary source of power for artifi- umination to be available upon of the primary source.

ponents claimed that the 1957 would cause unnecessary finan- rden on small places of public oly.

introducer is Assemblyman y Steingut, Brooklyn, Democrat.

ard Hope Dies; Screenplay Writer

From THE DAILY Bureau

LLYWOOD, Feb. 26.—Edward 61, novelist and author of short and screenplays, died Monday at his home here of a heart at- A son survives.

the last ten years, Hope had his home here, following resi- in New York and Cannes. His plays included "The Long Gray "How to Be Very, Very Popu- nd "Three for the Show."

-Disney Deal

umbia Pictures has made an ent with Walt Disney produc- nder which Columbia receives istribution rights to the Spanish s of all Disney films, it was nced yesterday by A. Montague, resident in charge of distribu- r Columbia. Distribution of the product to the Spanish-langu- otion picture theatres in this will be handled by the spe- ivision Columbia organized last and which has been active in eld.

tness' Held Over

ur Hornblow's "Witness for the ution" is being held over this in 56 of 60 regional engage- around the country, United Art- ported yesterday.

RKO Tele., Subsidiaries Net Is $3,051,426

The General Tire and Rubber Co., in a financial statement for the year ended Nov. 30, 1957, released here yesterday, reported consolidated earnings of $11,300,355, which included those of its subsidiary, RKO Teleradio Pictures. The net income of RKO Teleradio and its subsidiaries was $3,051,426, the statement showed, which compares with $2,530,961 for 10 months in 1956.

No provision for federal taxes on income of RKO Teleradio was required for the year ended Sept. 30, 1957, because of deducting from income for tax purposes operating losses of prior years and items charged against reserves previously provided. It is estimated that the amount of federal income taxes which would otherwise have accrued for the year would have been approximately $1,540,000.

Hughes Deal Described

In reference to the company's deals with Howard Hughes on two films, "The Conquerer" and "Jet Pilot," the statement said: "On Dec. 30, 1955, RKO sold two unreleased feature films for an amount equal to their final negative cost, approximately $8,000,000. RKO received back from the purchaser a license to distribute the two films throughout the world for a license fee equal to the sale price, which must be paid by RKO in installments over three years from the release of each picture, plus 3 and ¾ per cent interest on the unpaid balance.

Liability of $2,460,000

In February of 1956, one of the films subject to this agreement was released and accordingly RKO was required to pay approximately $4,400,000, since reduced by payments to $3,080,000. The other film was released in late September, 1957. The total liability under the agreement for the year ending Sept. 30, 1958, is $2,460,000, of which $1,553,000 has been provided from the earnings of one picture and is carried as a current liability; the balance will be provided from the future earnings of both pictures."

Loew's Books NTA Duo

The Loew's circuit has booked NTA Pictures' reissues of "Susannah of the Mounties," starring Shirley Temple and "Gulliver's Travels" to open in the New York area on Easter Sunday. The double bill will play at Loew's Metropolitan in Brooklyn starting March 26.

'Escadrille' to Open

Civic, military and entertainment world notables will be present tomorrow at the Turnage Theatre, Washington, N. C., for the world premiere of "Lafayette Escadrille." The Warner Bros. film will open at 200 key Southern theatres following the premiere.

'Paris Holiday' Bows In London Tonight

LONDON, Feb. 26.—Approximately 1,200 international celebrities will attend the world premiere of Bob Hope's "Paris Holiday" at the Pavilion Theatre here tomorrow night. Hope, star and producer of the United Artists release; Fernandel, who makes his American screen debut in the comedy, and Miss France—Irene Tunc, featured in the film, will greet the guests at the invitational opening.

Hope flew in from New York today. Tomorrow morning he and Fernandel are holding a bi-lingual press conference at the Savoy Hotel for English and French-language publications.

Dore Schary to Frisco

SAN FRANCISCO, Feb. 26—Dore Schary will be the guest of honor at a Fairmont Hotel fund-raising dinner here Sunday on behalf of the Jewish Theological Seminary of America.

Fox Dividend 40c

20th Century-Fox Film Corp. has declared a quarterly cash dividend of 40 cents per share on its common stock, payable March 29 to stockholders of record as of March 14.

Dudley East Mar. 18

HOLLYWOOD, Feb. 26. — Carl Dudley, producer of Cinerama "South Seas," will leave here by plane on March 18 to score the picture at Oyster Bay, Long Island, with the Norman Luboff choral group accompanying the Alex North music score.

PEOPLE

Jack Kirsch, president of Allied Theatres of Illinois, has been named chairman of the theatre and amusements division for the current drive of Chicago Council, Boy Scouts of America.

□

Harry Weiner, Pepsi-Cola Co. district manager for the central division, has been named assistant theatre sales manager for the company.

□

Mary Ramsey, secretary to **Ed Riester,** master booker at United Artists, is celebrating her 80th birthday. She has been with the company for more than 25 years.

□

Marie Meyers has been named director of advertising and publicity for United Detroit Theatres, succeeding the late **Mrs. Alice N. Gorham. Miss Meyers** had served as assistant to **Mrs. Gorham** for many years.

□

Bernie Brooks has returned to Philadelphia as assistant zone manager for Stanley Warner Theatres.

□

Jack H. Greenberg, Philadelphia exhibitor, has expanded his operations to enter the theatre supply business as Superior Theatre Equipment Co.

seventeen

announces that its readers have selected

TWENTIETH CENTURY-FOX'S

"Bernardine"

starring **PAT BOONE**

PICTURE OF THE YEAR 1957

SEVENTEEN also announces that Marney Glatzer of Laurelton, New York was selected for a trip to Hollywood for her outstanding letter on "Bernardine"



CHOSEN FROM AMONG THE MAGAZINE'S 1957 PICTURES OF THE MONTH

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
MARCH	MACABRE Jim Tyler, Polly Baron COLE YOUNGER, GUNFIGHTER (CS, color) Frank Lovejoy, Abby Dalton SEVEN GUNS TO MESA Charles Quinlivan, Lola Albright	COWBOY (color) Glenn Ford, Jack Lemmon — 92 min. (Rev. 2/11/58) THE TRUE STORY OF LYNN STUART Betsy Palmer, Jack Lord—78 min. (Rev. 2/17/58) BITTER VICTORY (CS) Richard Burton, Ruth Roman—82 min. (Rev. 2/19/58) CURSE OF THE DEMON Dana Andrews, Peggy Cummins	SADDLE THE WIND (CS, color) Robert Taylor, Julie London THE HIGH COST OF LOVING (CS) Jose Ferrer, Jean Rowlands	DESIRE UNDER THE ELMS (VV) Sophia Loren, Anthony Perkins COUNTRY BOY MUSIC Ferlin Husky, Rocky Graziano HIGH HELL John Derek, Elaine Stewart	THE LONG HOT SUMMER (CS, color) Paul Newman, Joanne Woodward THE YOUNG LIONS (CS) Marlon Brando, Montgomery Clift COUNT FIVE AND DIE (CS) Jeffrey Hunter, Nigel Patrick AMBUSH AT CIMARRON PASS Scott Brady, Margia Dean	PATHS OF GLORY Kirk Douglas, Ralph Meeker — 86 min. (Rev. 11/18/57) RIDE OUT FOR REVENGE Rory Calhoun, Gloria Grahame—79 min. (Rev. 10/22/57) THE STEEL BAYONET Leo Genn, Kieron Moore	I MARRIED A WOMAN (RKO) George Gobel, Diana Dors THE LADY TAKES A FLYER (CS, color) Lana Turner, Jeff Chandler — 95 min. (Rev. 1/21/58) DAMN CITIZEN! Keith Andes, Margaret Hayes—88 min. (Rev. 1/13/58)	CHASE A CROOKED SHADOW Richard Todd, Anne Baxter —87 min. (Rev. 2/10/58) LAFAYETTE ESCADRILLE Tab Hunter, Etchika Choureau — 86 min. (Rev. 2/4/58)	THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt CAMPBELL'S KINGDOM (Rank F. D. A.) (color) Dirk Bogarde, Stanley Baker—102 min. (Rev. 2/17/58) JUVENILE JUNGLE (Rep.) (N) Corey Allen, Rebecca Welles JOY RIDE (Rep.) (N) Gene Evans, Scott Marlowe STRANGE CASE OF DR. MANNING (Rep.) Ron Randall, Greta Gynt
APRIL	HELL'S FIVE HOURS Steven McNally, Colleen Gray WAR OF THE SATELLITES Susan Cabot, Dick Miller QUANTRILL'S RAIDERS (CS, color) Steven Cochran, Gale Robbins	THIS ANGRY AGE (Technirama, color) Anthony Perkins, Silvana Mangano THE GODDESS Kim Stanley, Lloyd Bridges SCREAMING MIMI Anita Ekberg, Phil Carey LET'S ROCK Julius LaRosa, Phyllis Newman PARADISE LAGOON (color) Kenneth More, Diane Cilento HIGH FLIGHT (CS) Ray Milland GHOST OF THE CHINA SEA David Brian	MERRY ANDREW (CS, color) Danny Kaye, Pier Angeli CRY TERROR James Mason, Rod Steiger	TEACHER'S PET (VV) Clark Gable, Doris Day ST. LOUIS BLUES (VV) Nat 'King' Cole, Eartha Kitt	THE HELL BENT KID (CS, color) Don Murray, Diane Varsi THE BARBARIAN (CS, color) John Wayne, Sam Levine WOLF DOG Jim Davis	RUN SILENT, RUN DEEP Clark Gable, Burt Lancaster PARIS HOLIDAY (Technirama, color) Bob Hope, Fernandel CURSE OF DRACULA Francis Lederer, Norma Eberhardt FLAME BARRIER Arthur Franz, Kathleen Crowley	THE FEMALE ANIMAL (CS) Hedy Lamarr, Jane Powell —84 min. (Rev. 1/2/58) DAY OF THE BAD MAN (CS, color) Fred MacMurray, Joan Weldon — 81 min. (Rev. 1/23/58) SUMMER LOVE John Saxon, Judy Meredith — 85 min. (Rev. 2/7/58) THE BIG BEAT (color) William Reynolds, Andra Martin —82 min. (Rev. 2/7/58)	MARJORIE MORNINGSTAR (color) Gene Kelly, Natalie Wood STAKE-OUT ON DOPE STREET Yale Wexler, Jonathan Haze—83 min. (Rev. 2/20/58) 77 SUNSET STRIP Efrem Zimbalist, Jr., Erin O'Brien	THE ONE THAT GOT AWAY (Rank F. D. A.) Hardy Kruger THE MAN WHO DIED TWICE (Rep.) Rod Cameron, Vera Ralston STREET OF DARKNESS (Rep.) Robert Keys, John Close
MAY	NEVER LOVE A STRANGER John Drew Barrymore, Lita Milan HONGKONG AFFAIR Jack Kelly, May Wynn DATELINE TOKYO Richard Long, Michi Kobi SNOWFIRE (color) Molly McGowan, Don Megowan BULLWHIP (CS, color) Guy Madison, Rhonda Fleming	TANK FORCE (CS, color) Victor Mature, Leo Genn GIDEON OF SCOTLAND YARD (color) Jack Hawkins, Dianne Foster THE LINEUP Eli Wallach, Robert Keith	THE SHEEPMAN (CS, color) Glenn Ford, Shirley MacLaine HANDLE WITH CARE Dean Jones, Joan O'Brien GIGI (CS, color) Leslie Caron, Maurice Chevalier	HOT SPELL (VV) Shirley Booth, Anthony Quinn MARACAIBO (VV, color) Cornel Wilde, Jean Wallace	NOT SET	GOD'S LITTLE ACRE Robert Ryan, Aldo Ray FORT MASSACRE (CS, color) Joel McCrea, Forrest Tucker TOUGHEST GUN IN TOMBSTONE George Montgomery	THE WESTERN STORY (CS, color) Jock Mahoney, Gilbert Roland SAGE OF HEMP BROWN (CS, color) Rory Calhoun, Beverly Garland IF I SHOULD DIE (CS) George Nader, Brian Keith	THE LEFT HANDED GUN Paul Newman, Lita Milan HELL'S HIGHWAY Brian Keith, Dick Foran NO TIME FOR SERGEANTS Andy Griffith, Myron McCormick	STAGE STRUCK (RKO—BV) (color) Henry Fonda, Susan Strasberg HELL DRIVERS (Rank F. D. A.) (VV) Stanley Baker, Herbert Lom ROBBERY UNDER ARMS (Rank F. D. A.) (color) Peter Finch, Ronald Lewis

C Postpones Toll-TV Tests

(*Continued from page* 1)

n was adopted by five of the ommissioners—with two, Mack rd, absent.

inally the FCC had set March ne date when it would begin ing applications for a test of . After two weeks of hearing subject the House Commerce ttee early this month approved ution saying the FCC should on toll-TV applications until ss specifically authorizes it by st week the Senate Commerce ttee passed a similar resolu- he FCC action today will prob- ake unnecessary Senate action ly scheduled on this resolu-

essure on Congress Seen

rvers felt that the commission's today, while yielding to the e of the two committees to the of delaying the tests, also puts pressure on Congress to act its adjournment. They point t the FCC did not call the f indefinitely, but only post- them to a date which gives ss ample time to act in the if it chooses to do so. Gen- Congress adjourns sometime in y or early August.

Senate Commerce Committee eady announced it would hold s in March on three pending ban toll-TV permanently.

Many Bills Pending

se Commerce Committee an Harris earlier said his group hold hearings on toll-TV and other broadcast questions late mmer or early in the fall, but ly will now have to advance hedule. In addition, some 15 e pending in the House to ban

FCC spokesman said today ngressional legislation prohibit- -TV would obviously close the question. The commission in- the 30-day period after ad- ent, he said, in order to have look at the question again if Congress passes no legislation this year.

However, he said, it is the commission's present intention to process any applications it may have on hand 30 days after Congress adjourns "if there has been no legislative action in the meantime.

Only One Application on File

Since it issued its notice of proposed tests last fall, the commission has received only one application from a station wishing to conduct a toll-TV test, and this is reported incomplete. It is known, however, that other stations wishing to conduct such tests were holding back their applications waiting to see what the two committees and Congress would do. Applications can continue to be filed while the FCC waits for Congress to act, officials said.

Tomorrow's formal order will not give any more details, an FCC spokesman said, but will simply give the background of events in Congress leading to the commission's decision today.

The commission may also give some additional light on the subject in letters it will probably send to the House and Senate commerce committees announcing its action.

Two Voices in Favor

Meanwhile, two lawmakers indicated opposition to proposals to ban toll-TV.

Senator Long (D., La.) told the Senate that he saw "no reason" why the public can't look at it and decide for itself." He declared there had been a "tremendous amount of misrepresentation" about pay-TV, and that it "can't succeed unless the public likes it." For that reason, he said, he opposed interference by Congress.

Rep. Brownson (R., Ind.) said, "I am not at all sure whether Congress should interpose its judgment on the Federal Communications Commission." He put in the Congressional Record two articles defending toll-TV.

ge Murphy

(*Continued from page* 1)

amed vice-president in charge lic affairs for Desilu Produc- nc., effective immediately, pres- Desi Arnaz has announced. will function as Arnaz' per- aison officer in charge of rela- ith networks, sponsors, agen- ndustrial and commercial ac- and independent producers of al and television films.

achusetts Suit

(*Continued from page* 1)

as not officially disclosed, it is d to be for $80,000. The suit rted in November, 1952, filed onard Goldberg, owner of eatre, seeking damages of 000.

Studios Operating

(*Continued from page* 1)

affected today, as to shooting and other non-musicial production operations, by a stalemate considered certain to prevail until next week at the earliest. Although AFM Local 47, which was represented at the unsuccessful AFM-MPA contract negotiations in New York for the first time in history, held its regular weekly all-day board meeting today, no new steps were taken in connection with the situation.

Following the meeting Phil Fisher, AFM international representative, told MOTION PICTURE DAILY there were no developments today and "I don't think there will be any before our Friday night meeting."

That will be a general membership meeting, similar to the Monday night meeting at which resolutions urging AFM president James C. Petrillo to authorize picketing of the studios, and requesting the IATSE to join AFM in its efforts to bring the companies to terms, were adopted.

No response to these resolutions has been received today, Fisher said.

Television Today

Right to Editorialize On Airwaves Stressed

The right to editorialize in broadcasting, either on radio or televsioin, was stressed yesterday by Sig Mickelson, vice-president in charge of CBS News. Speaking at the monthly luncheon of the Radio and Television Executives Society at the Hotel Roosevelt, Mickelson quoted Dr. Frank Stanton, CBS president, in the latter's contention that television will only acquire full journalistic stature when it exercises a fundamental right to editorialize.

Mickelson outlined some of the problems peculiar to the network operation which confronts the exponents of broadcasting editorialization, but indicated they would be solved. Of the three systems available, said Mickelson, CBS is convinced the only sound and practical one is that in which the editorial expression is that of management itself.

Miami Official Heard

Ralph Renick, vice-president in charge of news for WTVJ, Miami, explained how his organization determined on the value of editorial comment in connection with purely local news, and outlined the methods by which the intention was implemented. In the six months the program has been carried thus far, said Renick, the news program to which it is a supplement, has gained at least 75 per cent in viewing audience, emphasizing its value and importance. Robert H. Teeter, vice-president of Peters, Griffin, Woodward, Inc., and chairman of the round table committee of RTES, presided at the luncheon.

Broadcasters Lauded By Governor Harriman

Special to THE DAILY

ALBANY, N. Y., Feb. 26—Governor Averell Harriman praised radio and television for objective, unbiased news coverage, at the first legislative dinner of the New York State Association of Broadcasters, in the ballroom of the Sheraton-Ten Eyck Hotel here last night. Three hundred attended, at what is to be an annual affair.

Other speakers lauding the air medium and pointing to the parallels between legislators and broadcasters in serving the public included: Senate Majority Leader Walter J. Mahoney, Buffalo; Assembly Speaker Oswald D. Heck, Schenectady; Walter Cronkite, CBS analyst; William Doerr, Jr., Buffalo, president of NSAB and E. R. Vadeboncoeur, Syracuse, former president and toastmaster.

New Bill Would Ban Influence on FCC Acts

From THE DAILY Bureau

WASHINGTON, Feb. 26. — Rep. Wolverton, ranking Republican on the House Commerce Committee, introduced legislation to ban use of improper methods to influence the acts or decisions of Federal regulatory agencies like the Federal Communications Commission.

The bill would make it unlawful for any person who has a matter pending before a commission or who is acting on behalf of any such person to communicate privately with any commissioner or other employe, to make any gift or loan, to show any "marked attention and unusual hospitality," or to enlist the intercession of members of Congress or other public officials. It would also be unlawful for any member or employe of a Federal regulatory agency to have any private dealings in such a case, accept any favor, or divulge any confidential information. Violation would be punished by a fine of $2,000 and prison up to three years.

A More Stringent Measure

The bill is much tighter than present law, which merely bans private meetings between commissioners and persons actually having matters pending. Wolverton has been taking an active part in the current commerce subcommittee probe of the FCC, and the bill is an obvious outgrowth of the hearings. Many key lawmakers give some such measure an excellent chance of passage this year.

Meanwhile another member of the subcommittee, Rep. Bennett (R., Mich.), called on FCC Commissioner Richard Mack to resign as unfit for the job. If Mack doesn't resign, Bennett said, he should be removed by the President or Congress.

Claxton to Direct

HOLLYWOOD, Feb. 26.—William Claxton has been set to direct Hume Cronyn and Wright King in a Loretta Young show TV segment which goes before the cameras tomorrow at Goldwyn Studios with John Landon producing.

The only book that tells you
WHO'S WHO plus
WHAT'S WHAT in
Television
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National Pre-Selling

"DESIRE UNDER THE ELMS," Eugene O'Neill's play of bitter conflict, is reviewed in the Feb. 17 issue of "Life." It has a cast of top flight calibre—Anthony Perkins plays the stepson, Burl Ives, the 67-year-old husband and Sophia Loren, the youthful, attractive wife. "Life" reports that "Director Delbert Mann and Producer Hartman made their movie as if they were staging a play. The picture is a hard, honest try to project O'Neill's art into a box office success."

•

Erin O'Brien, who plays Andy Griffith's college girl friend in "Onionhead," will be profiled in the Feb. 23 issue of "Parade." Erin has made the grade; her next film, "John Paul Jones," will be filmed in Spain.

•

"Witness for the Prosecution," the Agatha Christie play that was a big success, "has been made into an excellent movie," according to Florence Somers in the March issue of "Redbook." "It has a superb cast with Charles Laughton, Marlene Dietrich, Tyrone Power, Elsa Lanchester and Una O'Connor. The trial is a masterpiece of suspense and wit as the lawyers vie with each other in interrogating the witnesses. The great surprise comes when Marlene takes the stand and brings the situation to a most unexpected ending."

•

A striking page ad on "Wild Is the Wind," appears up front in the Feb. 15 issue of "The Saturday Evening Post."

•

Mrs. Pat Boone, the daughter of Red Foley of "Grand Ole Opry" fame and the mother of four children, tells in the February issue of "McCall's," how it feels to be married to a star. In addition to motion pictures, records, and personal appearances Pat Boone attends Columbia University and is trying for a Phi Beta Kappa key.

•

Each year "Seventeen" polls its readers to determine the teenagers' favorite film, selected from the 12 pictures of the month. For 1957 they chose Pat Boone's starring vehicle "Bernardine." "Seventeen" awards a prize to the reader writing the best letter explaining why she made her selection. This year Marney Glatzer of Laurelton, Long Island, N. Y., was the winner. She selected "Bernardine" "because it tells so well a part of a teen's life." She will be a guest of the publication on a trip to the Los Angeles studios. This is what teenagers dream about, a visit to Hollywood and introductions to screen stars.

WALTER HAAS



JACK L. WARNER, president of Warner Bros. Pictures, receives the Humanitarian-of-the-Year Award at a dinner in his honor last night at the Waldorf-Astoria Hotel here. Proceeds went to the March of Dimes. Shown, left to right, are: Spyros P. Skouras, president of 20th Century-Fox; Eric Johnston, president of Motion Picture Association of America; Warner, Jerald M. Loeb, co-chairman of the March of Dimes, and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Present Humanitarian Award

(*Continued from page* 1)

of the Humanitarian Award "in recognition of his valuable contributions to human welfare" by Gerald M. Loeb, co-chairman of the March of Dimes.

Warner told the $100-a-plate gathering that the battle against infantile paralysis is won "but the war is not over." He added that "there will never be any lack of willing workers—not in the motion picture industry."

Points to Decrease in Cases

The number of polio cases in the United States this year is down to 5,000 from a high of 57,000 in 1954, Warner said. "You will agree that 5,000 polio cases are that many too many. We have this enemy of mankind on the run. Let us finish this task and take its very breath away, in complete defeat."

Paying tribute to Dr. Jonas Salk for his anti-polio vaccine, Warner added: "To a degree, we are gathered here to celebrate a victory of science. The triumph is all the more heartening in that it was achieved through private effort and voluntary contribution. We can all be a little proud to the extent that we helped make possible the research that led to the discovery by Salk."

Proceeds Given to Fund

Proceeds from the testimonial dinner went to the March of Dimes. Spyros P. Skouras and Leonard Goldenson, the only previous recipients of the Humanitarian Award, served as co-chairmen of the dinner committee, with Elsa Maxwell as Women's division chairman. Skouras, acting in behalf of New York Commerce Commissioner Richard C. Patterson, Jr., presented Warner with the Mayor's Civic Award.

Tex McCrary Toastmaster

Victor Borge, Mimi Benzell, Alan King, Bambi Lynn and Rod Alexander entertained at the gathering. Tex McCrary served as toastmaster and Johnny Carson as master of ceremonies.

Among the notables at the dinner were: Barney Balaban, Hon. William Benton, Frank Capra, Philip Cortney, E. P. Curtis, Alfred E. Daff, Baron Carlo de Ferrariis Salzano, Simon H. Fabian, Harvey S. Firestone, Jr., Roger Firestone, Leopold Friedman, William J. German, Al Goetz, Oscar Hammerstein II, Mrs. Averell Harriman, William Randolph Hearst, Jr., John Hertz, Jr., Ralph D. Hetzel, Robert L. Huffines, Jr., Hon. Eric Johnston.

Drawn from All Sections

Also Nat Lapkin, Mrs. Albert D. Lasker, Abe Lastfogel, Gerald M. Loeb, W. Stewart MacDonald, Walter P. Marshall, James C. Petrillo, Carl H. Pforzheimer, Jr., Eugene Picker, Hermann G. Place, Milton Rackmil, Elmer C. Rhoden, Herman Robbins, Nicholas M. Schenck, Morris M. Schrier, Serge Semenenko, Wickliffe Shreve, Albert C. Simmonds, Jr., Prior Sinclair, Herman Starr, Alfred N. Steele, George C. Textor, Arthur K. Watson and R. H. West.

Leonard Goldenson summed up the evening when he said to Warner, "Your customers have been p tribute to you for many years; we're finally getting around to i selves."

The biggest laugh of the ev however, was occasioned by master Tex McCrary's reference Fabian as Warner's "kissing once removed by the Departm Justice."

REVIEW:

Curse of the Demo

Chester-Columbia

HOLLYWOOD, F

The name of Dana Andrews marquee of a theatre offering traction is indication and as that it is mystery of higher gra its title and the general level temporary fright films might As produced by Hal E. Ches directed by the experienced Tourneur, the otherwise prep story by Montague R. James, by Charles Bennett and the pr stands up quite firmly throug long succession of well acted that wouldn't stand alone.

It contains a monster of t the young folks are interested i days, and it has the good sens explode him entirely at the fi explaining him away. It also c incidents of hypnotism, seanc ardry, magic, ghostings and n manipulation, together with a score by Clifton Parker that scores every point dramaticall

Andrews plays an American tist summoned to London to co investigation of certain app supernatural occurrences attrib Niall MacGinnis, a strange ind living in a rich estate and c seeming miracles by magical The latter has caused the de monster of the previous invest and shortly tells Andrews the hour and date the monster w patch him likewise. Graduall drews is convinced the man rea magical powers, and by the ti picture is rolling well the au gets to feeling that way also. the kind of a story to kill v simplified synopsis.

Running time, 82 minutes. C classification. Release, in Februa

WILLIAM R. W

Rowland Settles Pac Forms Producing Fi

From THE DAILY Bureau

HOLLYWOOD, Feb. 26—D Roy Rowland today reached a cable settlement of his long-ter tract with M-G-M in order to e in independent feature prod activity.

Noel Singer, who represented land in the contract settlement incorporation papers will be fi Sacramento immediately for Roy land Productions, and that tw portant picture properties, alrea quired, will be named when co organization is completed.

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 41 NEW YORK, U.S.A., FRIDAY, FEBRUARY 28, 1958 TEN CENTS

...ectors Renamed ...uidation Shocks ...w's Meet

...Confident Company ...e on Right Track'

...AMES M. JERAULD

...ual meeting of stockholders ..., Inc., proceeded quietly ...morning in the State Thea... ...with no opposition to the ...9 directors offered by the ...nt until former Judge Louis ... speaking in behalf of the ...artin Foundation, which ...00 shares, reported that ...ored liquidation of the film... ...d of the company.

...posal was received coldly ...general evidence of shock ...more than 300 stockholders ... Loew's State Theatre.

...R. Vogel, president, replied ...mpany was on its way back ...on of eminence in the in... ...d had plans for big produc...

...ntinued on page 6)

...Renamed Loew's ...Killion Chairman

...R. Vogel was reelected ...t of Loew's, Inc., at a meet... ...e new board of directors ...owed the annual stockhold... ...g here yesterday. The posi... ...irman of the board was re... ...d George Killion, who has ...man of the executive com... ...s elected to the post. ...ecided to increase the ex...

...ntinued on page 6)

...lmieri Trying to ... Loew's Divorcement

...s questions were asked at ...l stockholders meeting of ...nc., yesterday about the ... separation of Loew's, Inc. ...'s Theatres.

...R. Vogel, president of ..., said Judge Palmieri was ...peed up the divorcement.

Exhibitors On Ad-Pub Unit

The industry's joint institutional advertising sub-committee, which up to now has been made up of members of the MPAA Advertising and Publicity Directors' Committee and the COMPO Press Relations Committee, will be increased by representatives of TOA, National Allied States Association, MMPTA and ITOA in anticipation of an early beginning of the business building campaign, it was announced here yesterday following a luncheon meeting of the committee at the Harvard Club.

The committee appointed Maurice

(*Continued on page* 6)

Johnston Urging Trade Act Extension Today

From THE DAILY Bureau

WASHINGTON, Feb. 27.—Eric Johnston, acting in his capacity as president of the Motion Picture Association of America, will urge the House Committee on Ways and Means to extend the Reciprocal Trade Agreements Act for five more years in a speech before that group here this morning. The text of his statement was issued here today.

The House group is presently hold-

(*Continued on page* 6)

Feel FCC Toll-TV Edict 'Puts It Up to Congress'

By J. A. OTTEN

WASHINGTON, Feb. 27.—Key members of Congress have agreed that the Federal Communications Commission's Wednesday toll-TV action put heavy pressure on the House and Senate to act on toll-TV promptly.

The commission yesterday agreed

(*Continued on page* 4)

Greenblatt Discussing RKO Radio Severance

H. H. Greenblatt, RKO Radio Pictures domestic general sales manager, is negotiating the termination of his association with the company. Greenblatt has been with RKO Radio for 26 years, during which time he was suc-

(*Continued on page* 6)

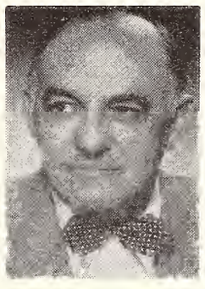
Harry Cohn, 66, Dies Suddenly in Phoenix

Columbia President Last of One-Man Studio Heads; Died on Way to Hospital

Harry Cohn, president and head of production of Columbia Pictures, died yesterday morning of a coronary thrombosis in Phoenix, Ariz., where he had been vacationing with his wife. He was 66 years old.

He had left Phoenix on Tuesday to return to Hollywood to attend funeral services for Louis K. Sidney and had flown back to Phoenix Wednesday. He became ill Wednesday night in his apartment at the Arizona Biltmore Hotel and died at 10:20 yesterday morning in an am-

(*Continued on page* 4)



Harry Cohn

HARRY COHN

HARRY COHN was a figure of towering stature in motion picture production. With singleness of purpose and unswerving dedication he addressed himself over a period of many years to the goal of better and still better motion picture entertainment.

He assumed over the pictures produced in his studio an authority that was both broad and detailed—no facet of production from story conception through the various processes to final screen examination escaped his close, personal attention. From this exhausting effort came many of the motion pictures that are among the notable achievements of the art.

In a career typical of the swift progress of the industry Harry Cohn first appeared in producing and distributing minor short subjects. From this modest beginning he proceeded apace with the developing industry, eventually becoming the directing head and chief executive officer of one of the major organizations of the industry.

Of strong personality and firm opinions, Harry Cohn exerted from his Hollywood headquarters an important influence not only upon production but generally throughout the industry at home and abroad. Although avoiding the personal spotlight and quietly attending to his own job, his quick thinking and sound conclusions often exerted decisive influence on important industry decisions. He will be long and well-remembered for a career of distinction.—MARTIN QUIGLEY

Industry Executives Mourn Harry Cohn

Numerous expressions of shock and sorrow at the sudden death of Harry Cohn were received yesterday from prominent industry executives.

Some of them follow:

Eric Johnston, president, Motion Picture Association of America: "In the death of Harry Cohn, our industry has lost a personality who made his impression on all phases of our business. Harry Cohn was an example of the self-made man who started in this business as a youth and who

(*Continued on page* 5)

TRADEWISE on page 2

Television Today on page 4

PERSONAL MENTION

WALTER READE, Jr., chairman of the board of Continental Distributing, Inc., will leave here early next week for Europe.

•

BARNEY BALABAN, president of Paramount Pictures, has arrived in Europe from New York.

•

MARCEL HELLMIAN, owner and director of Excelsior Films, Ltd., will arrive in New York today from London via B.O.A.C.

•

CHARLES SMADJA, United Artists vice-president in charge of European production, has arrived in New York from Paris.

•

ROGER W. HURLOCK, newly-elected member of the Allied Artists directorate, has returned to his home in Juneau, Alaska, from Hollywood.

•

SAMUEL GOLDWYN, Jr., has arrived in New York from Hollywood.

•

NICK NIDORF, U.S. representative for Associated British Television Corp., will return to New York today from London via B.O.A.C.

'Lafayette Escadrille' World Bow Is Today

Special to THE DAILY

WASHINGTON, N. C., Feb. 27.—Mayor Thomas Stewart has been informed that more than 75,000 persons, including a number of civic, military and entertainment notables, will converge on this town of 10,000 inhabitants tomorrow for the all-day celebrations of the world premiere of Warner Bros.' "Lafayette Escadrille" at the Turnage Theatre.

Governor Luther Hodges of North Carolina has proclaimed tomorrow as "Lafayette Escadrille Day" throughout the state. The film will open at 200 theatres throughout the South following the premiere.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE BROTHERS KARAMAZOV"
starring YUL BRYNNER
MARIA SCHELL • CLAIRE BLOOM
An M-G-M Release • In METROCOLOR
and SPECTACULAR STAGE PRESENTATION

TRADEWISE

By ONLOOKER

EQUIPMENT manufacturers and concessions firms are complaining these days not only about the increasing costs of trade show participations resulting from the addition of regional drive-in conventions to the longer established meetings, but also to the cost of "sponsoring" luncheons, dinners, cocktail parties, entertainments and social centers of one kind or another at the continuous round of conventions, four-wall as well as drive-in, throughout the year. . . . Such functions once were limited to the national conventions of the principal exhibitor organizations, and even at that they are a relatively recent innovation. It was not so many years ago that the national and regional organizations were resposible for all of their convention programs, social as well as business. What revenue they were able to realize to finance the affairs and channel off a little surplus to the organization treasury, other than from registration fees, came from advertising in the convention program books. Also, there was a period during which the old Motion Picture Producers & Distributors of America shelled out $10,000 to $25,000 to help finance national conventions, and occasionally donated smaller amounts for the more important, or favored, regional meetings. . . . When such contributions were terminated about 15 years ago the associations were obliged to look in other directions for substitute sources of convention, and organization, financing. That was the beginning of the trade show and concessions exhibit, a logical and mutually beneficial undertaking when limited to national gatherings drawing large numbers of delegates from all parts of the nation, but of progressively more questionable value as the number and regional character of the conventions increase. . . . The added burden on a few of the companies of providing banquets, cocktail parties, luncheon, even breakfasts, not only at the national conventions but at an ever-increasing number of regional gatherings, as well, is what is stirring an incipient rebellion now. Yet the exhibitor organizations are reluctant to let well enough alone. One sees a neighbor organization successfully promote such social cooperation, and through it attract extra attendance at higher convention registration fees, and naturally feels it's entitled to do the same. But the time obviously must arrive when the burden on the cooperative equipment or concessions company can no longer be justified. Some of them think that time is here. . . . That's why Allied States has agreed to hold no national convention in 1959 and to combine its annual and drive-in conventions with trade shows, in 1960. A much-to-be-desired further step would be Theatre Owners of America's agreement to the thoroughly sensible plan of scheduling its annual convention jointly with Allied's and an industry trade show, such as has been urged for the past several years. New times call for new procedures.

RUMORS that banks and other financial interests are exerting pressure on Universal to liquidate some of its strategic assets appear to be unfounded. At least, there is no authoritative confirmation; some denials. It does seem to be a fact that the company has received overtures—and firmly rejected them—for purchase of control with liquidation in mind. . . . What's with Universal and Ed Muhl? Contract settlement negotiations? . . . Do producers-distributors actually feel they made a business mistake in selling their pre-1948 backlogs to television, in view of the recent recession in theatre attendance, widely attributed to the competition from the showing of the old films on free television, with consequent lower receipts to producers-distributors from theatrical exhibition of new films? The answer seems to be yes-and-no. Some say only certain films (some of them post-1948 releases) shown on TV have actually hurt the boxoffice. Practically all feel that if a mistake was made it was not in selling but in the price exacted from TV. Much too low. . . .

Cooper Assuming Home Office Duti

Sidney Cooper, United Artist tral district manager, has been to fill the vacancy left by Mil Cohen, who is now supervising sales for "Around The World In 80 Days," James Velde, UA general sales manager, announced yesterday.



Sidney Co

Cooper is moving from Washington to the New York home office. In addition to his home office duties, he will c to manage the Central district h es of Cincinnati, Detroit, I polis, Pittsburgh and Washingt

At the same time it was ann that Gene Tunick, Eastern manager, will now report dire Velde. Tunick manages the Buffalo, Cleveland, New Hav Philadelphia branches.

Cohen is Eastern and South vision manager. When he co his assignment on "Around The In 80 Days," he and other pe involved will resume their duties.

SW Returns Theatr Troy, N. Y. to Own

Special to THE DAILY

ALBANY, N. Y., Feb. 27. Stanley Warner Corp. has turne to its owners the American, 6 er in Troy, dark for almost five The circuit's lease on the thea uated a block from its first-ru has expired. SW officials, hea Frank Damis, assistant to manager Harry Kalmine, were ed in Troy for the formal turno

The American is the secon house which Stanley Warner cently given back to owners expiration of a lease. The U Utica, closed for several yea the first.

Abe Solomon Dies; Tenn. Circuit Chair

Special to THE DAILY

CHATTANOOGA, Tenn., F —Abraham (Abe) Solomon, ch of the board of Independent T Inc., circuit with some 13 t throughout Tennessee, died he lowing a heart attack.

Solomon had been in the picture industry for the past 4 He is survived by his wife, a s a daughter.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd I Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 12 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almana Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

In Memoriam

Harry Cohn

July 23, 1891 · Feb. 27, 1958

Officers and Employees of
Columbia Pictures
Corporation

Television Today



M.P. DAILY picture

THE GIZMO, and why it's unique — according to Bernard Goldenburg at yesterday's NTFC. On the receiver, but not "into it," it leaves television channels free, and gives to theatremen three additional over which they may show pictures to those who refuse to leave home. No coins (and no slugs), no IBM cards (he intimates they're not perfect), and no bills (and no troubles collecting): just a ticket which after three uses, disintegrates. With him, Sally Perle, Dr. Alfred Goldsmith, Mel Gold, Bob Gross, Don Mack, Selectivision president J. T. Hamilton, and Hal Seeger.

Selectivision's Card Explained

By WARREN G. HARRIS

Bernard L. Goldenberg, assistant to the president of Selectivision, Inc., explained his company's theatre extention system of toll television, which includes a chemically-treated punch card that "disintegrates if used more than three times," to television executives here yesterday at a luncheon meeting of the National Television Film Council at the Hotel Warwick.

Coldenberg said that Selectivision would begin actual operations, not tests, in New York, Ohio, Kentucky, Florida and several other areas during the second week in April. He did not answer directly questions pertaining to product to be offered or exhibitor commitments.

Mel Gold of NTFC asked Goldenberg to explain how exhibitors could benefit from participating in toll television. Emanuel Demby, Selectivision's programming and research director, interrupted here to say that his company's form of pay-TV would "supplement subsequent-run grosses by presenting films 90 days after their last neighborhood run."

How these films would be obtained for toll telecasting was described by Coldenberg only by the following statement: "They'll be carried from the theatres that we have contracts with." He said that Selectivision was on the verge of "closing a deal with at least one major and several independent producing companies."

FCC Decision

(*Continued from page* 1)

not to begin processing any toll-TV applications until 30 days after Congress adjourns. Previously, it had said it would start processing applications on March 1.

Senator Thurmond (D., S. C.), a leader in the anti-toll-TV fight, said he was very pleased with the FCC action, and that he hoped Congress would pass this session his bill to ban toll-TV.

The Senate Commerce Committee has said it would hold hearings next month, probably toward the end of the month, on Thurmond's bill.

Meanwhile, the FCC made public a slightly more detailed statement of its decision. It pointed out that since its October 1957 announcement of projected toll-TV tests, there had been "active interest" in the subject in Congress. It cited the House Commerce Committee hearings and resolution; the Senate committee action on the resolution, and numerous bills introduced against toll-TV.

If Congress enacts legislation banning toll-TV, the whole matter of FCC action naturally becomes moot, the commission said. On the other hand, it continued, if Congress authorizes toll-TV, the FCC might have to modify the test conditions earlier outlined. Accordingly, it said, it had decided to put the whole thing off until 30 days after Congress adjourns.

Actually, of course, the FCC was even more motivated by a desire to yield to Congress some, without completely throwing away its freedom of action.

Cites TV Advances in 5 Areas by NBC in '57

The annual report of the Radio Corp. of America issued yesterday said that the National Broadcasting Co., a service of RCA, made progress in five major areas in 1957: television network billings reached a record high; network radio business increased; TV programming gained in audience popularity; public service broadcasting expanded; and NBC's leadership in color television advanced on all fronts.

Harry Cohn Dies in Phoen

(*Continued from page* 1)

bulance while being taken to St. Joseph's Hospital in Phoenix.

Associates said Cohn had suffered a mild attack some weeks ago while en route to the Coast by plane, but there appeared to have been no serious after-effects.

Surviving the deceased are, in addition to his wife, Joan, two sons, John, 13, and Harry, Jr., 11, and a daughter, Catherine, 8; his brother, Nat, and a sister, Mrs. Anna Fraum.

Cohn's personal physician, Dr. Stanley Immerman, had been called to Phoenix from Hollywood immediately after he was taken ill. He was accompanied by George Sidney, son of Louis K.

Funeral Arrangements Pending

Funeral arrangements were awaiting the arrival of Mrs. Cohn in Hollywood. Meanwhile, Cohn's executive associates, including A. Schneider, A. Montague, Nat Cohn, a brother, and Charles Schwartz, secretary and general counsel of the company, and Paul Lazarus, Jr., made plans to leave here for the Coast. Ralph Cohn, a nephew, and M. J. Frankovich, Columbia's British representative, were in Hollywood, and Leo Jaffee, a Columbia vice-president, was vacationing at Palm Springs, Cal.

Cohn appeared at the annual Motion Picture Pioneers dinner here last November to accept, with members of the family, a memorial to his brother, Jack, executive vice-president of the company, who had died a year before.

It is understood that Cohn's controlling stock interest will go into a voting trust, provision for which is said to have been made earlier.

Harry Cohn, president of Columbia Pictures, last of the great "one man" studio heads, was born in New York's teeming East Side, July 23, 1891, the son of Joe and Bella Cohn.

Obliged to go to work even before he finished grammar school, Cohn soon found his way into show business, to which he was to devote his life. At 14, he was a singer in the choir of "The Fatal Wedding," a play produced by Al Woods. This was followed by a period of song plugging and "singing from the audience" for Watterson, Berlin, and Snyder, emulating, in this respect, the career of Irving Berlin himself.

Served in U.S. Cavalry

Back into vaudeville for a short spell, Harry Cohn soon left it to join the Army as a cavalryman, and he followed his stint with Uncle Sam as a singer with the early motion pictures, which had by now definitely replaced the stereopticon slides in the penny arcades and nickelodeons of the period.

Meantime, Cohn's older brother, Jack, had succeeded, after an early career in advertising with the Hampton Agency, in breaking into motion pictures as an assistant to "Doc" Willett, then factory manager, this would be called production manager for Carl Laemmle's famous Imp pany, which was to make motio ture history in its David-and-C fight with the giant film trust.

Within six years—about 191 is—Jack Cohn had progressed in film company's cutting rooms had also become associated wi early newsreel, being credited company's annals as the innova the system of planting still an tion picture photographers at points about the country, to d the nearest news happening moment's notice.

In Production with Brand

Harry stayed on with brother working for Laemmle for a in a production capacity. The been joined, a few years earl Joe Brandt, a fellow-worker of in the Hampton Agency, who b Laemmle's secretary and with they decided to make pictu their own.

A company known as The N Film Corporation was to mal pictures for the new producers National received the releasing and C. B. C. and National Film to split the profits, if any.

Sole Owners in 1929

Under the new set-up, Bran came president, Harry Cohn president in charge of prod and Jack Cohn vice-preside charge of sales. The Cohns la 1929, bought out Brandt, and became president and took cha production at the coast studio, he has held ever since, whil became vice-president and tr and assumed charge of sales a vertising in New York.

The company produced it feature in 1924, under the nc title of "More To Be Pitied Scorned," which was good enou Marcus Loew, first head of Goldwyn-Mayer and the Loe cuit of Theatres, who offered $ for the negative print. Harry refused the offer and the pictu marketed under state's rights, dividual method of distributio arate from the subsidiary distri companies of the major studio.

Films Won 43 'Oscars'

By 1926, Columbia had an for national release through chises and for foreign release th F.B.O.

In Harry Cohn's Columbia dios office are 43 "Oscars," rep ing the Academy Awards whic lumbia Pictures have won sin Happened One Night" starte tradition with five in 1934.

"From Here to Eternity" set ord with eight in 1953, equal "On The Waterfront" in 1954. A other "best productions" fron lumbia were "You Can't Take I You," in 1938, and "All The Men," in 1949.

ath of Cohn Stirs Nation-Wide Tributes

(ontinued from page 1)

ed into one of its most ca-aders. With his brothers, he onsible for the formation and of Columbia Pictures. His as producer and executive cognized not only by those re associated with him but yone who had an interest in gress of our industry. His ill be keenly felt by the entire picture community and it is personal loss to me."

B. Krim, president, United "With the passing of Harry e motion picture industry has reat pioneer. He was a man endous vision and vitality ontributions to the industry be remembered. On behalf d Artists and my associates o express my deepest regrets mily and many friends."

P. Skouras, president, 20th -Fox: "The passing of Harry eans more than the loss of a nd to me. It means that still chapter is ended in the story group of men who helped e motion picture industry the is today. And Harry Cohn only a great showman with -to-earth approach that ap-o all, but one of the most ful minds in the production s death is a deep personal e.

an like Harry Cohn comes on e once in a great while. His his love of life and his gen-made him a man of great His name was synonymous umbia Pictures, his worth as tive a legend to all who knew

difficult to express one's sen-within only a few hours of of such a loss. There was so re to this man than could be few paragraphs. I join with oved ones and associates who nember him as I do—a gal-ter and a man whose name enshrined with the motion mmortals."

Harrison, general sales man-h Century-Fox: "I am deep-ned over the sudden passing Cohn. His great contribu-our industry will long be re-d and all of us, regardless of pany affiliation, will miss

s Einfeld, vice-president, 20th Fox: "I am deeply shocked sudden passing of Harry arry was symbolic of motion a man whose contributions evelopment of our industry ome legendary. Harry was a great strength and showman-n like him are needed in the today. We shall miss him h."

l Rinzler, president, Rand-eatres: "Within a compara-ief period, the Cohn family in experienced unexpected tragedy and the industry once more has suffered an irreparable loss. Harry Cohn was truly one of our great pioneers. Under his dynamic and inspirational leadership, Columbia Pictures forged steadily ahead to become a major factor in the industry's prosperity. As personal friends of long standing, we extend our heartfelt sympathy and condolences to the entire Cohn family."

Harry, Albert and Jack L. Warner: "Our industry has suffered a tragic loss in the passing of Harry Cohn. He was one of the great constructive leaders who contributed so importantly to the pioneering and development of the motion picture industry. He leaves a lasting imprint of creative greatness in his record of accomplishments extending over the years, and throughout the important pages of motion picture history. We join with his many friends in expressing our deepest sympathy to his family."

Milton Rackmil, president, Universal-International: "In the death of Harry Cohn, the motion picture and the entire entertainment industry has lost one of its truly great pioneers and one of its most aggressive and imaginative showmen. The impact of his rich, full life will linger long in the memories of the entertainment capitals of the world."

Joseph R. Vogel, president, Loew's, Inc.: "Harry Cohn was a true pioneer in motion pictures, one of the men who in his lifetime moulded the business from its modest beginnings into a vital, worldwide industry. His passing is deeply felt by everyone of us."

Alfred E. Daff, executive vice-president, Universal-International: "The untimely death of Harry Cohn is a great personal loss to each and every one of us in the motion picture industry. His dynamic quality of leadership helped shape the destiny of the industry from its pioneering days to its maturity as the world's greatest mass entertainment medium."

Herbert Yates, president, Republic Pictures: "Harry Cohn was a pioneer and a great one. His contribution to the entertainment world was monumental. We needed him now, and his death is tragic for us all."

Nate J. Blumberg, chairman of the board, Universal-International: "The passing of a man of the stature of Harry Cohn leaves a void among his friends and associates that can never be filled. In the annals of motion picture history he will long be remembered as an unchallenged leader in the industry which he cherished and so well served."

Y. Frank Freeman, vice-president, Paramount Pictures: "In the passing of Harry Cohn I have lost one of my closest personal friends, and the motion picture industry has lost one of its greatest leaders."

David A. Lipton, vice-president, Universal-International: "The death of Harry Cohn brings sorrow to the entire industry for which he so faithfully worked. Personally, as one who served with him in earlier stages of his career, I am proud to have been associated with this 'showman's showman' who commanded the respect of fellow workers in all branches of the motion picture industry."

Edward Muhl, vice-president in charge of production, Universal-International: "Harry Cohn's passing will be mourned by thousands of his friends in the motion picture world. His name and his works were always a credit to the industry in which he toiled for so many years."

Ernest G. Stellings, president, Theatre Owners of America: "The motion picture industry has lost one of its greatest showmen and one of its true pioneers in the untimely passing of Harry Cohn. He leaves a vital, progressive company, Columbia Pictures, as a monument to his life's contribution to the industry. He will be sorely missed."

Steve Broidy, president, Allied Artists: "Harry Cohn's dynamic leadership as a trail-blazer will be sorely missed by the entire industry. His willingness to lend himself to take the risks inherent in furthering the status of the business was a great asset to us all. His loss leaves a vacuum difficult to fill at a time when this type of enterprise is needed."

Leopold Friedman, president, Loew's Theatres: "The sudden death of Harry Cohn comes as a shock. In addition to his prominent place in the motion picture industry, he was a personal friend. His sterling leadership has brought Columbia Pictures up the ladder of success. Harry will be sorely missed by his company and all of us."

Buddy Adler, executive head of production, 20th Century-Fox: "Harry Cohn was a leader, creator, and pioneer in motion pictures. His passing is a great loss to the industry."

UA Sets First LP

United Artists Records will release its first LP album as part of a special three-way disc package marking the distribution of Bob Hope's new film, "Paris Holiday," which is being released by the parent UA film company. The LP album also titled "Paris Holiday" will present Hope and his co-stars Fernandel and Anita Ekberg in the original soundtrack from the film.

Six Dates for 'Saddle'

"Saddle the Wind" has been set by M-G-M for six pre-release engagements early next month. Initial showings will be in Denver and Colorado Springs on March 5, followed by Albuquerque, March 6; Pueblo, Colo., and Washington, March 13, and Oklahoma City the following day.

TOA's Trailer on Toll-TV Shown Here

"Toll TV—What It Means to You," TOA's specially prepared 16mm film on the issues involved in pay television, was screened for the trade press here yesterday in the Stanley Warner projection room.

Written, produced and directed by Philip F. Harling, chairman of TOA's Toll TV Committee, the film is a record of an interview by Edward O'Neill, a political columnist of the New York Daily News, with the Hon. Abe Stark, president of the New York City Council.

Differentiates Between Media

Stark begins his answers to O'Neill's questioning with a summation of the differences between cable and over-the-air transmission and then presents his reasons for opposing both. He builds his reasoning on the belief that the introduction of pay-TV will bring about a chain of disastrous financial events—the closing of theatres and many other types of businesses, resulting in mass unemployment and an ensuing hike in taxes.

"Pay-TV will take money out of pockets that wasn't there in the first place," Stark claims, adding that it appeals only to "a small minority of the privileged few." He urges those in the audience to write to their Congressmen and Senators protesting over-the-air toll telecasts, pointing out, however, that it appears that Congress will legislate against it.

On the subject of cable TV, Stark asks for public hearings and local referendums.

The 16½-minute film is being distributed gratis to civic, business and fraternal groups, and TV stations by TOA. It presents the exhibitor's case against toll TV in clear and explicit terms, in a way the layman can understand.—*W. G. H.*

Detroit Exhibitors Plan Big Promotion

Special to THE DAILY

DETROIT, Feb. 27.—The metropolitan exhibitors of Detroit, at a meeting at the Variety Club here yesterday, pledged $60,000 for a campaign to boost theatre business. The 50 exhibitors who attended plan to use the money on television and radio promotion.

First runs will contribute $1,600; second-runs, $800; pre-key, $600, and others $200. Payments can be made as a lump sum now, or monthly in four installments, or weekly for 16 weeks.

No Ginsberg-Fox Pact

HOLLYWOOD, Feb. 27 — Henry Ginsberg and 20th Century-Fox today announced the discontinuance of negotiations looking toward production of a series of pictures. Ginsberg, who with George Stevens produced "Giant," will continue in independent production.

Dallas Group to Push 'Oscar' Promotions

Special to THE DAILY

DALLAS, Tex., Feb. 27.—The local unit of the Women of the Motion Picture Industry met with representatives of distribution and exhibition this week to make plans for attracting a maximum audience for the Academy Awards broadcast on March 26. The activities set up call for WOMPI members, augmented by theatre cashiers and female personnel of exchanges, to undertake phone contacts with all members of Dallas Federated Women's Clubs, high school juniors and seniors, etc., to heighten interest in the TV and radio broadcasts.

Newspapers to Be Contacted

Stories covering details of categories, with art, will be presented to local newspapers for advance coverage of the event. These will be run concurrently with the phone canvass, which is to start March 17. WOMPI also intends to seek newspaper cooperation in a stunt to offer prizes for outstanding reports about "Oscar" TV parties in homes of news readers.

Greenblatt Discusses

(*Continued from page* 1)

cessively midwest district manager, Central division manager, and domestic sales manager. He has held the latter post since 1954.

A further reduction of the RKO Radio executive sales personnel is in progress, it was learned.



ASK YOUR THEATRE
TO BRING HER BACK
In this Centennial Year of Lourdes
20th Century-Fox's
THE SONG OF BERNADETTE*
starring Miss Jennifer Jones
**Cannot be seen on TV!*

This ad will reach the 76.8 million readers of LIFE, LOOK, SEVENTEEN, GOOD HOUSEKEEPING and 10 more top publications!

Liquidation Bid Answered

(*Continued from page* 1)

tion; that nothing could be gained by liquidation, as all the divisions of the company, except film production, are now on a profit basis; that economies already in force make the outlook bright for profitable film making as well. He was confident, he said, that the company is now on the right track, but added pointedly that if his plans do not work in the next year or two he has no "life hold" on the position of president.

Judge Goldstein seemed pleased with Vogel's comments.

Tomlinson Attends

Joseph Tomlinson, who led the fight on management last year, was present, but offered no opposition to the management slate for the board. When asked if he would like to speak, he said he intended to favor everything that would be good for the company and to oppose everything which, in his opinion, would be detrimental.

The new board elected includes: Ellsworth C. Alvord, Omar Nelson Bradley, Charles Braunstein, Samuel J. Briskin, Bennett Cerf, Louis A. Green, Ira Cuilden, Francis W. Hatch, George L. Killion, J. Howard McCreath, Benjamin Melniker, Jerome A. Newman, Robert H. O'Brien, William A. Parker, Philip A. Roth, Charles H. Silver, John L. Sullivan, Tomlinson, and J. R. Vogel.

All of the directors, with the exception of General Bradley and Silver, were present and were introduced.

Cites 'Results Shown'

Early in the meeting Vogel said efforts of the management to improve the financial showing were "beginning to show results." He discussed the results on several recent pictures and predicted that "Ben Hur," which is to be made in Italy, would be as great as "Gone With the Wind."

He said he could not say when the next dividend will be paid. This was in reply to a series of questions by Louis A. Gilbert, owner of 4,015 shares.

The company had a deficit, Vogel said, in the first and second fiscal quarters starting last September, but business has picked up since then.

Gilbert asked about the Robins Music Co. Loew's owns 50 per cent, 20th-Fox, 30 per cent, with the rest scattered. It is a profitable enterprise, Vogel said.

Discusses U-I Deal

Replying to a question about News of the Day, Vogel said the recent deal for joint production with U-I assured that this enterprise will go into the black. The Hearst Organization owns 50 per cent of News of the Day.

Under the new accounting system, Vogel said, replying to a question, foreign income is reported the year it is received and amortization of pictures is carried out on that basis.

"We want to see where we are going," Vogel explained.

The question of sale of post-1948 films to television came up. Vogel frankly admitted that the sale of pre-1948 films had damaged theatre business. Because these films probably will be in use for the next two or three years there is no immediate problem involved with the newer product, Vogel said.

He pointed out that the Musicians' Union percentages had stirred up all the other guilds and unions and said the company has refused to sign a new agreement, with the result that the musicians are now on strike.

An exhibitor from Goshen, N. Y., who said he had bought his stock recently, objected to high percentages he is paying for M-G-M pictures, but said he had faith in the company and its future.

Harry Korda, owner of 15 shares, inquired what fees were paid directors and was informed they receive $5,000 a year.

There was some discussion of fees paid to lawyers and stockholders' committees during the recent contest for control. Robert O'Brien reported the total paid out up to Aug. 31 had reached $500,000. Of this, $45,000 went to two Delaware law firms, $350,000 to Phillips, Nizer, Benjamin and Krim ($200,000 had been paid on this); $70,000 to another firm, and $60,000 to $70,000 is to be paid to the stockholders' committee headed by Harry Brandt. Tomlinson's expenditures, which will be met by the company, will run up to $230,000.

A stockholder asserted that all of these bills should be taken into court.

Vogel Renamed

(*Continued from page* 1)

ecutive committee from four to six. The new members named were Louis A. Green, partner in Stryker & Brown, investment security firm, and John L. Sullivan, Washington lawyer and former Secretary of the Navy. The other members are Vogel, Killion and William A. Parker.

A new finance committee was created. The members are: Ellsworth C. Alvord, Louis A. Green, Benjamin Melniker, Jerome A. Newman, Robert H. O'Brien, William A. Parker and Philip A. Roth.

Exhibitors On Unit

(*Continued from page* 1)

Bergman and Charles McCarthy as co-administrators of the campaign, working under the supervision of the enlarged sub-committee. It was emphasized that the findings of the market research recently conducted by MPAA through Opinion Research Corporation will be used as a guide in the final preparation of the advertising theme and format.

To insure as far as possible a "grassroots" approach to the campaign, it was decided to enlist the help of theatre operators and theatre advertising men in all sections of the country.

Johnston A

(*Continued from pa*

ing hearings on extension
cal trade.

Johnston will tell the C
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act "are even more compe
than they have been in the

"It is true today—as it
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But how infinitely greater
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Sees 2-Way Disadvan

Johnston will also point o
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In conclusion Johnston w
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"To prosper, our free
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This is why I am for it. I an
cause it is one of the stu
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National Citizens Committe Planned by Eric Johnston

WASHINGTON, Feb. 2
Picture Association presid
Johnston today said he is es
a National Citizens Commit
the public on the Admin
foreign aid program.

Johnston was chairman
day conference here on th
Tuesday, convened at the r
President Eisenhower. He
was now setting up a smal
ing committee to carry on t
job, and was asking leading
men to help finance the grou

The only book that tel
WHO'S WHO plu
WHAT'S WHAT i
Motion Pictur
MOTION PICTUR
ALMANAC
$5 Postpaid
QUIGLEY PUBLICATI
1270 Sixth Avenue, New Y

All News that News

MOTION PICTURE DAILY

Concise and to the Point

NO. 42 NEW YORK, U.S.A., MONDAY, MARCH 3, 1958 TEN CENTS

gue Says:

. Has No ns to Sell t-'48 Films

tellings Co. 'Not ted in Such Sales'

G. Stellings, president of Owners of America, an- t the weekend that he has sed by A. Montague, vice- n eharge of world wide dis- for Columbia Pictures, that "is not interested in making of post-1948 feature pic- levision."

ue told Stellings that Co- es not have any such plans resent time or for the fu- added that his company ssibly never" sell any fur- es to television.

s said the statement was *ontinued on page 9)*

les Meetings in , L.A. This Week

meetings on the spring er releases of United Artists d this week in Denver and es by James R. Velde, gen- manager, and Al Fitter, ivision manager. The Den- rence will involve branch *ntinued on page 7)*

ense-Fee Cut . This Session

ecial to THE DAILY

, N. Y., Mar. 2.—For the n four years the period for n of bills by individual has ended without presen- measure to reduce the fees the licensing by the State *ntinued on page 9)*

levision oday

Page 9

French Government Seeking to Make Changes in Film Industry Aid Law

By HENRY KAHN

PARIS, Feb. 27 (By Air Mail)—The French motion picture industry is presently much concerned about proposed changes in the Aid Law, under which the industry received the government funds. The present law does not end until the end of next year, but pressure is already underway by the Ministry of Finance and members of Parliament to make severe alterations.

As presently set up the law works this way: the public pays a special tax on theatre seats which is turned over to the government. The money is then given to the industry as a "gift." In 1959 the amount collected is expected to reach about 10 million untaxed francs.

The Ministry of Finance has expressed strong disapproval of this arrangement, as have many politicians. Their arguments are two; namely, that the industry doesn't need to be subsidized and that the government gains nothing from the tax.

Talks are now in progress to evolve means whereby the law can be (*Continued on page 7*)

NSS to Handle Telemat Sales and Distribution

Telemat, commercial animated cartoon producer, announced at the weekend affiliation with National Screen Service, whereby the latter will handle exclusive sales and distribution of Telemat's animated cartoon commercial library service.

Burton E. Robbins, NSS vice-president in charge of sales, and Sidney V. Freeman, sales manager of Telemat, are currently holding regional indoctrinational sales meetings with NSS personnel, after which the NSS sales and service organization will im- (*Continued on page 9*)

Nat Levy Among Last To Leave RKO Sales

Nat Levy, veteran distribution executive, who has been with RKO Radio Pictures for more than 28 years, terminated his association with the company at the weekend. He was assistant domestic sales manager in charge of Eastern sales, and had filled various branch, district and division managerships for the company over a long period. He joined the industry in 1921 as Toronto sales manager for Universal.

Also leaving the company, as previ- (*Continued on page 7*)

Doyle Resigns as U-I Far Eastern Manager

The resignation of Arthur Doyle as Far Eastern supervisor for Universal International Films was announced at the weekend.

Doyle, who has headquarters in Tokyo, was appointed U-I Far Eastern supervisor in August 1953, after joining the company as manager for Japan in September 1952. His resignation was motivated by personal reasons and a desire to return to the United States, the announcement said.

Business-Building Sponsoring Committee Is Expected to Be Announced This Week

Announcement of the sponsoring committee for the business building drive may be made this week. Invitations have been sent out and some aeeeptanees have been reeeived. The invitations were sent out by A. Montague, aeting in behalf of the Motion Pieture Assoeiation and COMPO, and Ernest G. Stellings for Theatre Owners of America.

When the sponsoring eommittee has been eompleted, the next move will be to choose an exeeutive eommittee and an advertising direetors' working eommittee.

As soon as the three eommittees are funetioning printed material outlining the working plan will be sent direetly to exhibitors in order to seeure their finaneial help.

To Sign Final Papers

UATC Deal For Skouras Circuit Set

Similar Move Readied With Randforce Corp.

United Artists Theatre Circuit will sign the final papers in its acquisition through Metropolitan Playhouses, Inc. of 100 per cent interest in Skouras Theatre Corp. this week, and is nearing completion of a similar deal with Randforce Amusement Corp., a UATC executive reported here at the weekend.

The deal with Skouras, it was learned, is "going ahead" without formal approval by the Federal Internal Revenue Department, which has been delayed by paper work since January 15. UATC has received definite assurance from the Department, however, that the move will be considered a "tax free reorganization" and that both UATC and Skouras will be able to "consolidate" their tax returns.

UATC is busy negotiating a simi- (*Continued on page 2*)

See Col. Administrative Decisions This Week

Expectations are that Columbia Pictures directors at meetings to be held in Hollywood this week will elect a company president to succeed Harry Cohn, who died suddenly in Phoenix, Ariz., last week.

Indications are that A. Schneider, first vice-president and treasurer, will be named president. The company meetings also are expected to name a top executive for the studio and to (*Continued on page 7*)

Private Rites for Cohn Follow Studio Services

From THE DAILY Bureau

HOLLYWOOD, March 2 — Hundreds in the production branch of the industry attended memorial services for Harry Cohn on Stage 12 of the Columbia studio this afternoon in final tribute to the man whose Hollywood works, from his start in poverty (*Continued on page 2*)

PERSONAL MENTION

SAM SPIEGEL returned to New York from London yesterday via B.O.A.C.

•

MILTON E. COHEN, supervisor of sales for "Around the World in 80 Days," has returned to New York from Baltimore.

•

IRVING ALLEN, managing director in U.S. for Warwick Productions, Ltd., left here on Friday for London via B.O.A.C.

•

SAMUEL BRONSTON, producer, has left New York for Spain.

•

AL STERN, West Coast director of press relations for National Telefilm Associates, returned to Hollywood at the weekend from New York.

•

ALVA SMITH, of the Westrex Corp., has returned to New York from Caracas, Venezuela.

•

NED E. DEPINET and MRS. DEPINET are in Phoenix, Ariz., for a month's vacation.

•

CHARLES D. PRUTZMAN, film attorney, is vacationing in Acapulco, Mexico.

•

CECIL B. DEMILLE has returned to Hollywood from New York.

•

EDMUND C. DEBERRY, Paramount Eastern division manager, returned to Boston at the weekend from New York.

•

GEORGE WELTNER, Paramount Pictures vice-president in charge of world sales, will return to New York this week from the Far East.

'Bridge' Bows in D. C. March 13 at Benefit

Special to THE DAILY

WASHINGTON, Mar. 2.—Under the patronage of Mrs. Dwight D. Eisenhower, the local premiere of "The Bridge on the River Kwai" will be held at the Trans Lux Theatre on March 13 under the auspices of the American Field Service for the benefit of its international scholarship program.

Proceeds of the showing will be used to aid the student exchange program of the AFS, which this year has seen more than 1,000 foreign students brought to the United States and more than 750 American boys and girls going to foreign countries to study.

Cohn Services

(*Continued from page* 1)

to the overlordship of this huge production plant touched virtually every man, woman and child in professional Hollywood.

World-famous stars who started their careers on these premises mingled with studio craftsmen and departmental personnel a quarter of a century in Columbia service. Leaders in all branches of the motion picture art and industry came to bid farewell to the man whose inflexible leadership had become legendary even among its disputants.

Private interment services, attended only by members of the family, followed.

Back 'Juke Box Bill,' ASCAP Members Urged

From THE DAILY Bureau

HOLLYWOOD, Mar. 2.—L. Wolfe Gilbert, chairman of the West Coast committee of the American Society of Composers, Authors and Publishers, urged over 500 members attending a dinner meeting late last month to fight for passage of "Juke Box Bill" S-1870, which will have Senate Subcommittee judiciary hearings in Washington April 9-11.

A plea was made by Gilbert to confine complaints by any dissatisfied members to several appeal opportunities within the organization itself, rather than take them into open courts.

Cunningham Speech Is Read

President Paul Cunningham, who was unable to attend, had a speech read by former president Stanley Adams, now chairman of the executive committee, extolling the public relations job during the past year in which 5,000 news stories appeared. ASCAP now has 1,081 member publishers and 4,003 writing members.

Partin to Head Rank Branch in Portland

Rank Film Distributors of America has established a new branch office—its 17th in the U.S.—to cover the Portland and Seattle territory and has named Jack Partin as branch manager, it was announced here by Irving Sochin, general sales manager for RFDA. Office space will be secured shortly in Portland.

Partin, who will report to RFDA regional manager Seymour Borde in Los Angeles, assumes his new post immediately. He formerly was associated with Republic Pictures as a branch manager in the Pacific Northwest territory and was with Film Classics.

Hearings Wednesday on 'Pressure' on FCC

From THE DAILY Bureau

WASHINGTON, March 2. — A special Senate Judiciary Subcommittee will start hearings Wednesday on a bill designed to cut down outside pressure on Federal regulatory agencies such as the Federal Communications Commission.

The bill, sponsored by Sen. Jackson (D., Wash.), prohibits anyone intending to influence any agency decision from contacting any employe of the agency without giving notice to all interested parties. Jackson said his bill would permit persons to contact an employe, but require them to do it openly.

Mack May Resign

Meanwhile, FCC Commissioner Richard Mack has promised a House Commerce Investigating Subcommittee to "most seriously consider" the demand of a majority of the subcommittee that he resign. At hearings Friday, Mack was denounced by Chairman Harris (D., Ark.) and other subcommittee members, and told the best thing he could do for the FCC now was to resign. Though he had previously denied any intention of resigning, Mack promised Friday to consider it, and asked to be excused from further testimony at that time. He was excused until Wednesday.

Mass for Dunphy

A Mass of Requiem will be sung at Saint Patrick's R. C. Church in Brooklyn at 9:45 this morning for Edward J. Dunphy. Dunphy, stricken suddenly on Thursday evening, is survived by his widow Francis, a son Edward, Jr., and a daughter Virginia. Dunphy was sales executive for many years with the Cresset Co., manufacturers of electrotypes for many of the major motion picture companies.

Tie-Up for 'Holiday'

United Artists has made a worldwide tie-up with American Express for Tolda Productions' "Paris Holiday." Full page ads featuring Bob Hope, star and producer of the film, will appear in four national magazines and 18 leading newspapers.

Show 'Marjorie' Today

More than 16,000 of the nation's exhibitors and representatives of the press, radio and television are expected to attend the nation-wide tradeshows of "Marjorie Morningstar," Milton Sperling production for Warner Bros. release, to be held today in 32 key cities throughout the country. The local screening will be at the Criterion Theatre.

UATC De

(*Continued from page* 1

lar consolidation with the Rin Frisch families in regard to force Amusement Corp., whi Skouras, is part of Metropolita houses, the spokesman said.

Metropolitan has a 50 per terest in both Skouras and Rar and in turn is 60 per cent ow UATC, which, when it compl acquisition of the outstanding ras and Randforce stock, will h per cent control of the tw panies, both directly and Metropolitan. UATC acquired cent interest in Rowley United tres in a similarly involved 1955.

Plans for the Skouras and force deals have been in the for five years, it was stated.

Order 32 Proceedin In Levy Non-Payme

From THE DAILY Bureau

LONDON, Feb. 27 (By Air Proceedings have been ordered exhibitors in 32 cases for no ment of the statutory productio the Chancellor of the Exchequ in reply to a question from Co tive member John Eden in the of Commons.

One case had been heard in 18 had been settled before re court, by payment of arrears with legal costs where appro in one further case the exhibit agreed to pay the arrears in fu had already made part paymen other exhibitor was understood about to make payments in ful costs.

Last month, Dennis Walls, wh been campaigning for non-paym the levy by exhibitors in financi ficulties, had a test case br against him for withholding pay He was ordered to pay his arrea only at the rate of £1.4 a n and without court costs.

Two World Bows Se For Boston in April

Special to THE DAILY

BOSTON, Mar. 2.—Sack Th will stage two world pren in mid-April in this city. On Apr the Beacon Hill Theatre will p the first performance of Colu "The Goddess," and the follo week the new Capri Theatre wil miere Buena Vista's "Stage Str

The Sack circuit, headed by E min Sack with Sam Richmond as eral manager, now operates four run theatres in downtown Bosto is doing extensive newspaper adv ing to promote them.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.



Paramount
presents
**A BOXOFFICE
ATTRACTION
LIKE NO OTHER**
...from a play
like no other
...by an author
like no other

PERSONAL MENTION

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Cohn Services

(*Continued from page 1*)

to the overlordship of this huge production plant touched virtually every

Hearings Wednesday on 'Pressure' on FCC

From THE DAILY Bureau

WASHINGTON, March 2. — A special Senate Judiciary Subcommit-

UATC De

(*Continued from page 1*)

lar consolidation with the Rinz
Frisch families in regard to
force Amusement Corp., whi
in part of Metropolita

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Photo
Canby, Eastern Editor; ...
National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Dunlap, ...
Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., ...
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Single copies, 10c.

At Long Last
EUGENE O'NEILL'S
"DESIRE UNDER
THE ELMS"
Comes To The
Screen...With
Fidelity To The
Raging Genius
Of Its Author...



EUGENE O'NEILL
Nobel Prize playwright
and four-time winner
of the Pulitzer Prize

When Paramount initiated its motion picture production of Eugene O'Neill's stage masterpiece, its primary objective was to keep faith with O'Neill's point of view. It became increasingly apparent that this objective more than deserved – it *demanded* – the finest, the most dedicated talents the film industry could command.

To assure this for the drama about which New York Times drama critic Brooks Atkinson wrote, "When the final accounts are tallied, DESIRE UNDER THE ELMS may turn out to be the greatest play written by an American," a group of truly distinguished creators and performing artists was assembled:

SOPHIA LOREN – an unusual casting – because O'Neill's own screen treatment suggested that the girl be a young foreigner. This exciting Italian actress reveals previously untapped dramatic power.

ANTHONY PERKINS – now setting Broadway afire in "Look Homeward, Angel", gives further evidence of his extraordinary talent for delineating the emotions of youth.

BURL IVES – triumphant in the stage's "Cat On A Hot Tin Roof", he now brings his unrivalled ability to interpret character to one of the most challenging of acting roles.

directed by

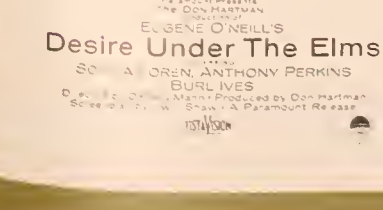
DELBERT MANN – honored by the motion picture industry with an Academy Award for his moving, human "Marty".

screenplay by

IRWIN SHAW – whose best-selling novels – including "Lucy Crown" and "The Young Lions" – and sharply drawn short stories have placed him prominently among contemporary men of letters.

produced by

DON HARTMAN – whose determination to be true to the letter and spirit of O'Neill was the guiding force behind the motion picture destined to be another tribute to the greatness of the angry giant of the American theatre.





On Wednesday Evening March 12th

THE CURTAINS RISE!

ODEON
THEATRE
NEW YORK CITY

SUTTON
THEATRE
NEW YORK CITY

THE DISTINGUISHED TWO-THEATRE WORLD PREMIERE OF

Desire Under The Elms

will be sponsored by

Yale University School of Drama · Eugene O'Neill Scholastic Fund

e Columbia

(Continued from page 1)

line future production policy.
ngs on the latter subject had
cheduled for this week prior to
death, and all top executives
company already had made
o be in Hollywood for the ses-

ong those who will be at
eetings are Schneider, A. Mon-
Ralph Cohn and Donald
n, all members of the board and
vith a director to be elected to
e vacancy caused by Cohn's
constitute a quorum. Also on
for the meetings are Charles
rtz, secretary and general
l; B B. Kahane, studio execu-
Leo Jaffee and Paul Lazarus,
ce-presidents and others.

ndependents in the Picture

orts were current in the trade
weekend that the company was
ering offering the studio post to
minent independent producer,
ere was no confirmation forth-
from company sources. Spec-
also centered on the possibility
e existing studio executive staff
be continued without being
mented from the outside, in
ation of increased production
with independent producers
the company might undertake
with the future production
should it be determined on
asis at the meetings this week.

y Leaves RKO

(Continued from page 1)

reported, is Herbert Greenblatt,
as domestic sales manager.
two are virtually the last of
KO Radio sales organization to
Remaining with the company,
er, is Walter Branson, who will
ue to supervise foreign sales
e domestic distribution of RKO
product by Universal and
Vista.

Sales Meetings

(Continued from page 1)

er Bud Austin, exchange per-
and area circuit officials and
owners. The two-day session
oday.
d to participate in the Los An-
eetings are West Coast district
er Ralph Clark, Los Angeles
manager Richard Carnegie
gional theatremen.

ich Government

(Continued from page 1)

d to meet government de-
Industry representatives have
it clear that something must
the fund. If not, they have
ie government it must be pre-
to reduce the entertainment
d free seat prices of restric-

neither of these solutions ap-
likely, a rigorous fight is ex-

REVIEW:

Underwater Warrior

MGM

SEMI-DOCUMENTARY in its depiction of the training and undertakings of the Underwater Demolition Teams of the United States Amphibious Forces, this Ivan Tors production comes under the heading of human interest drama. Inspired by the life and adventures of Commander Francis D. Fane, U.S.N.R., Gene Levitt's screenplay focuses on his fictional counterpart, played by Dan Dailey, who turns in another of his appealing and dependable performances.

Told in the form of a long flashback, Dailey's career as a member of UDT is picked-up at a moment when his life is at stake, following a never-before-attempted dive almost to the ocean floor. As he lies in a decompression chamber, his friend and doctor James Gregory thinks back to the first time they met 12 years before.

Dailey has quite a time as a frogman, considering that when he joins UDT he doesn't even know how to swim. During experiments with a new aqualung in the Caribbean he catches hold of an anchor belonging to a yacht helmed by pretty newcomer Claire Kelly and starts off on an entertaining love affair, which provides most of the film's lighter moments.

Highpoints in the proceedings, however, are those that take place underwater. In CinemaScope, these scenes capture the murkiness of the deep to an amazing extent and often make the viewer feel that he is one with the diver. The field of action is large, from the Caribbean to the Korean War to the California coast.

"Underwater Warrior" will have little trouble in keeping almost any type of audience engrossed. Under Andrew Marton's direction, performances are well developed, although none of the players, aside from Dailey and Gregory, who has done considerable TV work, are widely known. The actionful plot lines more than make up for this deficiency, however, resulting in a film which can be counted on to do good business anywhere.

Running time, 91 minutes. General classification. Release, in February.

WARREN G. HARRIS

Clark Handling Prints Of Universal-Albany

Special to THE DAILY

ALBANY, N. Y., March 2 — Abandoning its announced plan of discontinuing print shipments from Albany, effective Feb. 28, Universal has notified exhibitors the company has arranged for Clark Film Service to handle the work.

Temporarily, Clark will use the facilities of the Universal exchange. After additional racks have been installed in that company's headquarters; two blocks from film row, the shipping and inspecting will be done from there. Two Universal workers have been temporarily retained.

Norman Weitman, who continues as sales representative, will maintain offices in the exchange until June 27, the date the lease expires.

Celebrities Will Attend 'Elms' Bow March 12

Anthony Perkins, star of Paramount's "Desire Under the Elms," and Delbert Mann, who directed the film, are among the many celebrities scheduled to attend the picture's dual opening March 12 at the Odeon and Sutton Theatres here. The Yale School of Drama Eugene O'Neill Scholarship Fund will be the premiere beneficiary. Mann is a Yale Drama School graduate.

Walsh Due Tuesday From I.A. Board Meet

Richard F. Walsh, IATSE president, is scheduled to return to New York tomorrow from Tulsa, Okla., where he presided over the semi-annual meeting of the IATSE general executive board last week. Accompanying Walsh will be Harland Holmden, general secretary-treasurer; Walter F. Diehl, assistant international president, and James J. Brennan, first vice-president.

No Action on AFM Plea

The general executive board up to the weekend had taken no action on A.F. of M. Local 47, Hollywood's petition for I.A. studio locals to observe picket lines should they be established at the studios by the Musicians' union in their strike against major companies.

$30,223 for 'Pacific'

Mail orders and boxoffice sales for Rodgers and Hammerstein's "South Pacific," which will open on March 19 at the Criterion Theatre here, have reached a total of $30,223, it was announced at the weekend by Charles B. Moss, managing director of the theatre. The film was produced at 20th Century-Fox under the supervision of Buddy Adler.

National Pre-Selling

"THE LONG, HOT SUMMER," the Jerry Wald film taken from a William Faulkner book, is reviewed in the Feb. 24 issue of "Life." Flamboyant, opinionated Orson Welles plays the blustery plantation owner. Martin Ritt, also a man of very strong opinions, directed the production. Ritt said "you could get bets we would never finish. Such rows!" But from one battle to the next they worked out the problem. "Life" says "The result is rich acting by Welles as a blustery plantation owner and a first-rate movie full of sex, fun and barn burning."

•

A full color photo taken on location during the filming of U.A.'s "The Big Country" appeared in the Feb. 22 issue of "The Saturday Evening Post." It appeared on a two-page spread. Gregory Peck, Jean Simmons and Burl Ives, three of the film's stars, are shown effectively in a dramatic action scene.

•

John Wayne's new film "The Barbarian" is "previewed" in the March 9 issue of "Parade." "The Barbarian," directed by John Huston, tells the story of Madame Butterfly. It was filmed in Japan where Huston discovered a beautiful Manchurian girl to play the leading role opposite Wayne.

•

A page photo of Anthony Perkins introduces a unique approach to a profile of this new star appearing in the March issue of "Seventeen." Each one of the four branches of the entertainment field in which Perkins performs is covered in this article. In the motion picture part "Desire Under The Elms" receives considerable attention. This new film of the Eugene O'Neill story will be premiered at two theatres in New York simultaneously.

•

"The only hell is being unable to love" says Dimitri Karamazov played by Yul Brynner according to the Picture of the Month ad for "The Brothers Karamazov" appearing in the Feb. issue of "McCalls."

•

"Witness for the Prosecution," reports "Coronet" in the March issue, "is an exciting old-fashioned melodrama that will keep audiences guessing to the very end."

•

Florence Somers in the February issue of "Redbook" says "'The Girl Most Likely' is a fast-paced picture full of young people, including the very talented comedienne Kay Ballard. And the light plot allows for some excellent dancing and singing scenes which are humorous."

WALTER HAAS

NEWS..

Spot . . . fast in

MOTION PICTURE DAILY

thus providing immediate coverage of the motion picture industry and related fields in reports "concise and to the point"—responsibly edited—written and typographically designed for fast, easy reading . . . with a staff photographer to add points of interest that only the camera can tell. Correspondents throughout the world.

Interpretive . . . comprehensive in

MOTION PICTURE HERALD

presenting the news as current history of the motion picture and its business, using a greater allotment of time to gather together all the facts pertinent to the ultimate meaning of events and opinion, in all of the interests of the American industry, at home and abroad.

•

QUIGLEY PUBLICATIONS

In the service of the motion picture industry for more than 41 years

FEATURE REVIEV

Steel Bayonet

Hammerscope-United Artists—CinemaScope

HOLLYWOOD, March 2

Leo Genn is the player whose name must be depended on for billing strength by American exhibitors offering their customers this British-made film detailing the heroism of battered British troops defending a doomed observation post long enough to adequately delay a German attack on Allied forces advancing on Tunis in 1943. His work and that of a large all-male cast associated with him is of high professional order, but there is nothing in the composition itself that sets it apart from a considerable number of men-in-war pictures that have come to market since World War II. The American potential of the attraction depends directly on the Genn box office draw.

The picture is a Hammerscope Production, produced and directed by Michael Carreras. It is from a story and screenplay by Howard Clewes, and Anthony Nelson-Keys participated as associate producer. The film is in black-and-white CinemaScope (not to be confused with Hammerscope, which is the name of a company, not a process.)

The film opens with the dispatch of a weary contingent of British soldiers to a forward point outside Tunis, where they are to hold an improvised observation tower until relieved or recalled or decimated, with preliminary orders to use only their bayonets in combat, lest the German troops over the ridge hear gunfire and attack them. They follow these orders as long as they can, and thereafter use guns, mines and cannon against overwhelming forces until ordered to withdraw, which only a few of the men succeed in doing It's realistically done on all counts.

Running time, 84 minutes. General classification. Release, in March.

WILLIAM R. WEAVER

Jet Attack

American-International

HARTFORD, March 2

John Agar and Audrey Totter are the known players and principal portrayers in this Alex Gordon production, directed with commendable spirit and dispatch by Edward L. Cahn, using a screenplay by Orville H. Hampton, and all within a compact 68 minutes.

The setting is Korea during the late outbreak of hostilities and essential characters in both sides of the combating forces. Jet ace John Agar and pals Gregory Walcott and James Dobson are flown behind enemy lines to find a missing top-tier scientist who has been conducting vital experiments in radar for the U.S. Air Force. Guerrilla forces lead the Agar group to safe quarters, where he again meets Miss Totter, a Russian medi who aided and abetted a Agar excursion into enemy

The scientist is found, tl meticulous check of hospit ties and POW compounds shooting breaks out ane Agar's been found out, Mis been pistoled down, and A cott and the scientists stea than two Russian MIG pl fly for Allied lines.

Running time, 68 minutes. classification. Release, in Fe

Man from God's C

Allied Artists—CinemaScop

PITTSFIELD, Mass.,

The post-Civil War era, o most fruitful story settings a the admittedly complex fiel tion picture screenplays, is t of this Scott R. Dunlap pr enhanced with CinemaSc Color by Deluxe, plus adde value in the person of Geor gomery, a key figure in the c rary western film; plus Rand Gregg Barton, Kim Charney, the son of a film colony House Peters, Jr.

The screenplay by George ner (that's the way the cr pear) casts Montgomery as law officer who travels to rem down, Montana Territory, t cattle ranch with a Civil Wa His former pal turns out to b ber of a gang that eventuall wipe out Montgomery, thu the pace for some hectic acti tually resolved by the p hero. Peters is the turncoat instance.

Dunlap produced and Pa dres directed.

Running time, 70 minutes. classification. Release, curren A

To Discuss Argent

A status report on vice-p Robert J. Corkery's current ttions in Argentina will be p at the Motion Picture Expor ation's board meeting schedu tomorrow.

You know when you w know with

MOTION PICTUR ALMANAC *and* TELEVISION ALMAN

on your desk . . .

Each $5—In combinat $8.50 Postpaid

QUIGLEY PUBLICATI

1270 Sixth Avenue, New Y

PEOPLE

is H. Simpson, comptroller at amount studios for the past 15 nd associated with the com- or 37 years, is retiring. Simp- ld positions in New York, and Europe before going to ood.

□

am Goetz, producer, has re- from Delta Kappa Alpha, na- notion picture fraternity, the ary Membership Award" given ear to the production execu- hom the "frat" membership has made the greatest con- n to the motion picture in-

□

n Schallert, retired drama edi- The Los Angeles Times," was at a testimonial dinner given onal Theatres and Fox West heatres, and received a life- d pass from Elmer C. Rhoden, sident.

icense-Fee Cut

(Continued from page 1)

on Department's motion pic- ision of films exhibited in this check Friday showed no rec- uch an act being introduced. assumed that Governor Harri- eto of the Zaretzki-Noonan 956, and of the Waters-Duffy in 1957—both of which pro- a increase from three to four per thousand feet of original a decrease from two dollars sand feet on prints to four for each additional "entire" l to the decision against re- ion.

tate's "tight" financial situa- resumed to be another reason. approving the 1956-57 bills, n stated they would cause an evenue loss of $270,000.

ecision on RKO gn Branch Future

ecision has been made yet ng the future of RKO Radio foreign distribution opera- company official said at the .

managing directors from the t, South America and Eng- re here for three weeks of es recently with Thomas and Walter Branson. The were restricted largely to ns of means of effecting eco- and reducing overhead, it d, with a decision as to fu- osition of the foreign organ- till awaited from O'Neil. ct supply for the RKO for- anization reportedly is be- a problem as the company's ases dwindle. Outside product the situation somewhat.

Post-'48 Films

(Continued from page 1)

furnished to him as a follow-up to the visits made by TOA executives to the heads of major distributing companies, among them, Spyros P. Skouras of 20th-Fox, Joseph R. Vogel of Loew's, Robert S. Benjamin of United Artists. Barney Balaban of Paramount has already written Stellings that his company does not plan to sell any of its post-1948 releases to TV.

Sindlinger Report Sent

Earlier, TOA had sent to each company president and sales manager a copy of a special Sindlinger report which pointed out that the release of post-48 films to TV would be a "death blow" to the entire motion picture industry.

NSS to Handle

(Continued from page 1)

mediately absorb handling of Telemat's library.

NSS has 27 branch offices and representatives in every major U.S. city, it has for theatres during the past 38 years.

Interstate TV Sets 'Marco Polo' Series

"The Adventures of Marco Polo," a series of 39 one-half hour color films, will be produced by Interstate Television Corporation, subsidiary of Allied Artists Pictures Corp., in association with W. Lee Wilder, George D. Burrows, executive vice-president and treasurer of the parent company, has announced.

The series, which Wilder will produce and direct under the Interstate banner, is scheduled to begin production within 60 days. "Marco Polo" will be filmed on location in the Far East with principal locales in Singapore and Malaya.

Paramount-Sunset Plant To TV Film Production

From THE DAILY Bureau

HOLLYWOOD, March 2 — Paramount's Sunset Boulevard studios, set up originally as a supplemental facility to the main Paramount studio, will be devoted from now on to television-film production in all its phases and aspects, general manager James A. Schulke confirmed at the weekend.

Schulke said, "Paramount-Sunset has every intention getting into television production. It has been decided that everything in Paramount's television sphere—its own production as well as studio rentals to independents —will be done through Paramount-Sunset Corporation."

He added, "there are no limitations to our television activities. We will finance and produce with partners wherever we find good properties. We expect to begin financing of productions to roll in summer and fall."

Television Today

IN OUR VIEW

THERE was unusual interest attaching to last week's luncheon meeting of the Radio and Television Executives Society, since it was concerned with a matter of significant importance in broadcasting. The subject under discussion was editorializing in connection with news reporting on television or radio.

Two qualified authorities presented their points of view; Sig Mickelson, CBS news and public affairs vice-president, who discussed editorializing from the network standpoint, and Ralph Renick of WTVJ in Miami, who reported on an editorial policy already six months in operation.

•

Fundamentally both men were agreed, and most correctly, on the right of the broadcasting medium to editorialize in connection with its news reporting. Mr. Mickelson quoted from Dr. Frank Stanton, president of CBS, who long has advocated editorialization by the network, as a basic right of the medium. He said once: "A major duty is to report the news. A major right is to editorialize." Further: "We know that we will not have achieved full stature in journalism until . . . we exercise fully and wisely as possible our fundamental right to editorialize."

Mr. Mickelson cited several instances in which CBS exercised the right, but emphasized that the difficulties confronting a network in its desire to implement that purpose are manifold and serious, such as the relationship between network and affiliates, lack of precedent, the requirement of "fairness and balance," and importantly indeed, the mechanics of "how." Mr. Mickelson raised the question of whether or not the networks, by their delay, have permitted "the function to atrophy from disuse."

•

We think not. It is true that, chiefly, we believe, through timidity, the networks have shied away from editorializing, but it is by no means too late. On the contrary, perhaps by reason of the delay, the networks find themselves with sufficient experience in news treatment, with sufficient prestige as a communications medium to undertake a policy of editorialization with a determined, but carefully reasoned approach. It speaks well for the intelligent attitude of CBS executives that they still are "feeling their way," continuing research looking to a workable method of implementation.

The method as to mechanics outlined by Mr. Renick has much to recommend it. That is, the clear labeling, on screen, of that portion of the news presentation, which is editorial in character. Mr. Renick cites the enormous gains in total number of viewers of his station's news program since the inauguration only six months ago of the carefully presented editorial viewpoint. It is true, of course, that in confining itself, as a local station, to purely local issues, it does not face the serious problems confronting the networks, but it does in any case prove the workability and the public acceptance of the basic principle of editorialization in television newscasting.

•

It is of the first importance that the networks, as Dr. Stanton indicates they are doing at CBS, persevere in the search for the solution to the problem of "how," because the "why" is inherent in the fundamental right of the medium.

—Charles S. Aaronson

$2,000,000 Orders In Week for NBC-TV

New and renewal orders amounting to $2,000,000 in gross advertising revenue were placed with NBC-TV's daytime programs during the past week, Walter D. Scott, vice-president of television network sales, announced at the weekend. The purchases bring NBC-TV's daytime sales for the month of February to $4,000,000.

A new order by Standard Brands, Inc., calls for sponsorship of alternate 5-minute segments of "The Price Is Right" over a 52-week period, starting immediately. The advertiser has also renewed sponsorship of quarter-hour segments of "Queen for a Day" for 52 weeks, effective April 15.

P&G Buys Two

The Procter and Gamble Company has purchased sponsorship of additional 15-minute segments of "Tic Tac Dough" for an 11-week period starting April 10, and alternate segments of "It Could Be You" for five programs, effective April 28 and 29.

Signed for 'City'

HOLLYWOOD, Mar. 2.—Producer Herbert B. Leonard has signed John McIntire and Jim Franciscus for the two permanent starring roles in his forthcoming half-hour TV film series, "The Naked City," which is being made in association with Screen Gems.



WHAT WILL YOU DO

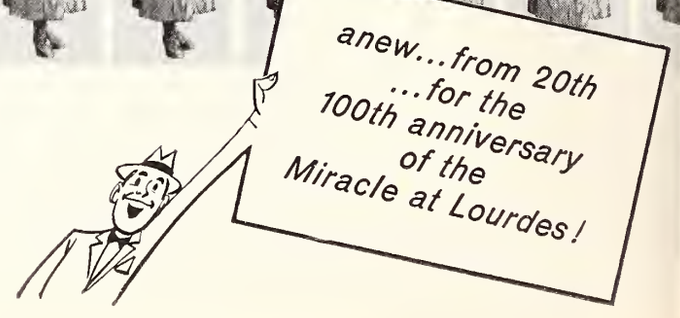
when they ask you to bring her back...



20th Century-Fox's
THE SONG OF BERNADETTE

starring
Miss Jennifer Jones

...and they are certainly going to ask you in this Centennial Year of the Shrine of Our Lady of Lourdes



All the News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 43 NEW YORK, U.S.A., TUESDAY, MARCH 4, 1958 TEN CENTS

...w Hearings Start ges Hike Number of Stations

...etition Would Be in ... Interest: Goldenson

...rom THE DAILY Bureau
...HINGTON, March 3 — Leo... ...ldenson, president of Amer... ...oadcasting-United Paramount ..., told the Federal Communi... ...Commission today that if ...new television stations were ...ed in major areas to enable ...serve all the TV-viewing pub...





...oldenson Oliver Treyz

... would be "a truly national ...ive network in the public ...

...ving on the opening day of ... before the full commission
(Continued on page 4)

Schedules Ten ...Start in March

...rom THE DAILY Bureau
...YWOOD, Mar. 3.—20th Cen... ... will place ten CinemaScope ...ns before the cameras in ...t was announced today by ...oduction head, Buddy Adler. ...ictures and their starting ... as follows: "The Inn of the
(Continued on page 4)

...levision Today

Page 4

Asks Further Toll TV Delay

From THE DAILY Bureau

WASHINGTON, March 3 — House Commerce Committee chairman Harris (D., Ark.) today said he'll ask the Federal Communications Commission to postpone its toll-TV tests again until next year if Congress doesn't have a chance to act on toll-TV legislation before it adjourns.

The FCC last week agreed to put
(Continued on page 4)

Feature, TV Film Studio Planned in Toronto

Special to THE DAILY

TORONTO, Mar. 3.—A new studio for the production of feature and television films will be opened here soon by Toronto International Film Studios, Ltd., a recently incorporated company.

The company also has a 150-acre ranch on the outskirts of this city to be used for outdoor shooting. In addi-
(Continued on page 5)

Mercy Sells Interest in First National Theatres

Special to THE DAILY

YAKIMA, Wash., March 3 — Frederick Mercy, Jr. has announced the sale of his 50 per cent interest in First National Theatres, Inc. to the Jensen interests of Portland, Ore., with which he has been in partnership in the operation of theatres here
(Continued on page 5)

Calif. Courts Upheld; Douglas Dissents

High Court Rejects Suit of 23 Vs. Majors

Plaintiffs Had Charged 'Concerted Effort' to Deny Them Employment

From THE DAILY Bureau

WASHINGTON, March 3—The Supreme Court today threw out a damage suit brought against major studios by 23 former actors, writers and other industry employes who refused to answer questions of the House Un-American Activities Committee.

The high court, which had earlier accepted the appeal of the group and heard argument on the case in January, ruled today that the judgment of the California courts against the group "rests on an adequate stated ground" and that the appeal should therefore be dismissed as "improvidently granted." In other words, the court decided it never should have taken the appeal in the first place. Justice Douglas filed a lengthy dissent from the brief verdict of the court.

The group sued the Motion Picture
(Continued on page 2)

Set Dates for First Sindlinger Workshops

The first ticket-selling workshops for motion picture theatre owners and managers in the program recently announced by Sindlinger and Company, will be held at Variety Club headquarters, Baltimore, Tuesday, April I, and at the Jefferson Hotel, Richmond, Va., Thursday, April 3.

Invitations are in the mail to 900 exhibitors in the Philadelphia and Washington territories, according to Albert E. Sindlinger. The sessions will be conducted by Mike Simons, vice-president of Sindlinger's new motion picture industry division.

No Social Program

There will be no social side to the meetings, nor any discussion of trade practices, Sindlinger reports. Each meeting will be a full day devoted only to the subject of "how to sell more tickets and make more money."

Bill to Amend Md. Censorship Law Dies

Special to THE DAILY

BALTIMORE, March 3 — A bill to amend the Maryland motion picture censorship law is now doubly dead, having failed in both the House of Delegates and the Senate during the current session of Maryland's state legislature.

The proposed revised amendment recommended restrictions on theatre
(Continued on page 4)

Columbia 'Stimulating, Speeding Up Production Tempo,' Says Schneider

From THE DAILY Bureau

HOLLYWOOD, March 3—The board of directors of Columbia Pictures will meet here Friday to deal with all phases of the company's future course it was announced today, but executive vice-president Abe Schneider issued an immediate statement declaring that all meetings prior to and since president Harry Cohn's death have centered on "stimulating and speeding up the tempo of production."

Schneider added, "We have no intention of closing our studio, but have every intention of going ahead with our program as agreed before Mr. Cohn's death." Schneider named six properties now nearing the start of photography.

Board members Leo M. Blancke and Abraham M. Sonnabend are due to arrive here Friday to attend the board meeting.

Board members Schneider, Abe Montague, Ralph Cohn, Alfred Hart and Donald Stralen are here now.

Hugh and Beck Form Production Company

R. John Hugh, producer - director, and Richard E. Beck, Chicago and Florida exhibitor, have announced the formation of Beck-Hugh Productions, with offices in Orlando, Fla., New York City and the Dominican Republic.

The company's first project will be "Banana Boat," which is scheduled to start shooting in the Dominican Republic in early April following casting in New York.

PERSONAL MENTION

BUDDY ADLER, 20th Century-Fox executive head of production, will arrive in New York next week from the Coast.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, has returned to New York from Hollywood.

•

ARTHUR ISRAEL, Jr., assistant to BARNEY BALABAN, president of Paramount Pictures, returned to New York yesterday from the Coast.

•

DELBERT MANN, director of Paramount's "Desire Under the Elms," arrived in New York yesterday from Hollywood.

•

HARRY NORRIS, deputy managing director of the J. Arthur Rank Organisation, arrived here yesterday from London via B.O.A.C.

1500 Crowd Soundstage For Cohn Services

From THE DAILY Bureau

HOLLYWOOD, March 3 — Some 1,500 motion picture personalities attended a memorial service for Harry Cohn, president of Columbia Pictures, on the huge Soundstage 12 at the studio here yesterday afternoon in what was described as "one of the largest funerals within memory." Cohn lay in state under the large Columbia trademark while banks of flowers stacked twelve feet high stretched 100 yards around the stage.

The brief nondenominational service was conducted by Danny Kaye and Danny Thomas. Thomas read the Twenty-Third Psalm, and Gloria Krieger, a young singer Cohn had been grooming for a motion picture debut, opened the service by singing "The Lord's Prayer."

In his eulogy Kaye said: "Without irreverence this was Harry Cohn's cathedral. This is where he lived and worked and dreamed, and this is where his energies, ambitions, and visions gave reality to those dreams. This is where the fierceness of the flame that was within him burned some and warmed others."

There was no clergyman at the service or at the private entombment in Hollywood Cemetery, except for a Catholic priest who accompanied Mrs. Cohn.

Among the pall bearers were John Ford, George Sidney, Irving Briskin, Benjamin B. Kahane, Abe Montague, Abe Schneider, Paul N. Lazarus, Jr., Buddy Adler, Frank Capra, Spencer Tracy, Benjamin Thau and William Goetz.

Newsboys to Aid in Promotion of 'Run'

Some 43,728 "advance men," in the person of carrier boys representing 26 newspapers throughout the nation, will aid in the promotion of "Run Silent, Run Deep," Bernard M. Kamber, national director of advertising, publicity and exploitation for Hecht, Hill and Lancaster, which produced the film for United Artists release, reported at a trade press conference here yesterday.

The 43,728 newsboys will be competing for free trips to Pearl Harbor and a total of $25,000 worth of college scholarships in a "Junior V.I.P." contest based on civic and school records and their ability to solicit new subscriptions for their papers. A total of 26 newspapers are participating in the contest, and plugging it with more than 425,000 lines of free advertising and 600,000 lines of free publicity, all with generous mention of "Run Silent, Run Deep."

Cities with participating newspapers include Los Angeles, Cleveland, Chicago, Washington, Albany, Baltimore, Detroit, Milwaukee, New York, Pittsburgh, St. Louis, St. Paul, San Antonio, San Francisco, Seattle, Boston, Dallas, Houston, New Orleans and Wichita.

Sam Kirby Dies; was Arkansas Exhibitor

Special to THE DAILY

LITTLE ROCK, Ark., Mar. 3. — Sam B. Kirby, 53, executive director of the Arkansas State Publicity and Parks Commission, died at Chicago. He had been head of the publicity department since early 1955. Previously he had been in motion picture exhibition for many years. He was a former president of the Independent Theatre Owners of Arkansas, and was a vice-president of the Allied national association.

He had been North Little Rock manager for Malco, now United Theatres of North Little Rock. Later he was president and general manager of Kirby Theatres Corp.

Invited by Eisenhower

John B. McCullough, director of the technical services department of Motion Picture Association of America, has been invited by President Eisenhower to attend the President's 10th anniversary conference on occupational safety, to be held in Washington March 25-27.

Actor's Studio Will Sponsor 'Lions' Bow

New York's celebrated Actor's Studio will sponsor the world premiere of 20th Century-Fox's "The Young Lions" at the Paramount Theatre in April 2, it was announced here yesterday by Spyros P. Skouras, 20th-Fox president, and Lee Strasberg, Cheryl Crawford and Elia Kazan, founders and directors of the Actor's Studio.

Two of the stars of the film, Marlon Brando and Montgomery Clift, are alumni of Actor's Studio, which accepts members strictly on their ability and charges no tuition or membership fees. Tickets for the premiere, which will include a midnight champagne-supper and dance at the Starlight Roof of the Waldorf-Astoria, are priced at $50 per person, with all proceeds to be utilized for the operation of the organization.

A turnout of outstanding stage, motion picture and television personalities, members of the Actor's Studio and many of the stars of the picture, which was produced by the late Al Lichtman, is expected to attend.

Harry Brandt Chairman Of Lodge Pres. Lunch

Harry Brandt, president of Brandt Theatres, has accepted the chairmanship of Cinema Lodge's presidents luncheon at the Hotel Sheraton-Astor on Thursday, April 17, at which retiring president Robert K. Shapiro will be honored and Joseph B. Rosen, newly-elected president, will be installed.

The event, which will be held in the north ballroom of the Sheraton-Astor, is open to representatives of all branches of the entertainment industry as well as Cinema Lodge members and their guests and the ticket sale is expected to get underway this week. In addition to Rosen, other Cinema Lodge elected officers for the coming year will be installed at the luncheon.

Officers Reelected by AMPP, Central Casting

From THE DAILY Bureau

HOLLYWOOD, March 3. — The Association of Motion Picture Producers, at its annual board meeting, reelected Eric Johnston president, Y. Frank Freeman chairman of the board, and all other officers. Lew Schreiber, of 20th Century-Fox, was named to fill the vacancy created by the death of Fred S. Meyer.

All members of Central Casting Corp. also were reelected, with Morris Weiner, Universal-International, elected vice-president and board chairman replacing Meyer.

SupremeCo

(*Continued from page 1*

Association, Society of Inde
Motion Picture Producers, lea
dependent producers, and th
bers and staff of the House U
ican Activities Committee.
charged the defendants with
certed effort to deny them
ment after they refused to tes
fore the committee's investiga
alleged Communist activities.

The California trial and a
courts threw out the case
ground there was no evidence
specific present or future cont
work for any of the 23, and t
no evidence of any actual loss
ployment. The 23 appealed
Supreme Court, asking for
and an injunction.

Constitutional Rights the I

The argument in January
on the question of whether the
actually raised in the Californi
the argument that their consti
rights had been violated. Attor
the 23 said this argument ha
called to the attention of t
fornia courts at the proper t
torneys for the industry de
insisted the argument had n
raised before the California co
therefore should not be co
by the high court.

'Marjorie' Is Show

Over 1,500 representatives
American manufacturers parti
in the advertising and pr
plans set by Warner Bros. a
per's Bazaar for "Marjorie
star" yesterday attended nati
tradeshows of the film in 32 k
The manufacturers joined ove
exhibitors and representatives
press, radio and television an
at the coast-to-coast screenin

NEW YORK THEA
RADIO CITY MUSIC HA
Rockefeller Center • CI 6-460
"THE BROTHERS KARAMAZ
starring YUL BRYNNER
MARIA SCHELL • CLAIRE BL
An M-G-M Release • In METROCO
and SPECTACULAR STAGE PRESENTATIO

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That Are The Fastest An
Bestest You Can't Beat
NEW YORK 630 Ninth Avenue
FILMA

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Single copies, 10c.

...neer 'Marjorie Morningstar' at N.Y. Show

WARNER BROS.' "Marjorie Morningstar," Milton Sperling's production based on Herman Wouk's celebrated novel, drew spontaneous applause from a capacity audience of exhibitor leaders, press, radio, and television representatives, and other opinion makers at its trade showing yesterday morning at the Criterion Theatre. A similar enthusiastic reception was accorded the WarnerColor film at simultaneous theatre screenings in 31 other key cities throughout the nation. "Marjorie Morningstar," directed by Irving Rapper, also stars Claire Trevor, Ed Wynn, Everett Sloane, Marty Milner and Carolyn Jones. Sammy Fain and Paul Francis Webster wrote the hit song, "A Very Precious Love," featured in the picture, which has a background musical score by Max Steiner. "Marjorie Morningstar" will be released nationally in April, and will have its premiere New York engagement at the Radio City Music Hall.



Nat Harris, Prudential; Leopold Friedman and Eugene Picker of Loew's Theatres; and Wilbur Snaper, Snaper Theatres.



Meyerson, Fabian circuit, and Ernest Sands, Bros. New York branch manager.



Gene Kelly and Natalie Wood, co-stars of "Marjorie Morningstar."



Nat Feldman, Stanley Warner; Mrs. Feldman, and Charles Boasberg, Warner Bros. general sales manager.



Miller, New Jersey; Larry Morris, B. S. Moss; and Jack Harris, eade.



Matty Polon, Sol Schwartz and Harry Mandell of RKO Theatres, and Jules Lapidus, Warner Bros. assistant general sales manager.

Television Today

L.H.Goldenson

(*Continued from page* 1)

on the Barrow Network Study Report, Goldenson said the root of the problems cited by the report is the "shortage of comparable television facilities in major markets." The answer to the problem, he said, is not the increased network regulation recommended by the report, but increased allocations.

Appears With Treyz

Goldenson and ABC television network president Oliver Treyz were the first witnesses to appear as the hearings opened. One other ABC witness will appear tomorrow and all will be questioned by the commissioners and the FCC staff. Representatives of CBS will take up the third and fourth days of the hearing and those of NBC the fifth and sixth days. Many other television networks and affiliated stations are also scheduled to testify, and it is expected that the hearings will be lengthy.

The Barrow Report, issued last October, recommended among other things that networks be licensed directly by the FCC, that option time and must-buy practices be outlawed, that multiple ownership rules be revised to forbid any company to own more than three VHF stations in the top 25 markets and that all affiliation contracts and terms of compensation with affiliates be made public.

Says Test Came During 'Boom'

Goldenson told the FCC that if ABC had to reduce the number of TV stations it owns, it would be "crippled financially and eliminated as a competitive network." He declared that the data used by the Barrow Report covered a "boom" period for the television industry, "which has still not experienced a substantial period of economic adversity." He suggested that before revising the industry's structure, "we should first see what our actual experience will be in less favorable economic times and with three networks competing effectively in all markets."

The first step in the solution of the problem, he said, should be to allocate at least three—and if possible, four—competitive television channels in major markets now covered by only two VHF stations. He maintained that in order to program with "vitality," the networks must own and operate stations.

Defends Option Time Plan

Treyz told the commission that abolition or modification of option time would be detrimental to the public interest and harmful to the national economy through adverse effects on national advertisers, affiliates and networks. He emphasized that any "tinkering" with the option time system might work against the public interest and might "destroy the networks themselves." ABC suggested, he said, that action on the Barrow Report affecting option time be deferred until the FCC can "study the interplay of competitive forces in a fully implemented competitive television system."

A third witness for ABC, Alfred R. Beckman, vice-president in charge of TV station relations, told the hearing that ABC's goal in securing affiliations with TV stations around the country "is to make our programs available to as many homes as possible in the U.S." and in pursuing that goal "no community is too small to be of interest to us."

Broadcasters to Meet On Public Service

Special to THE DAILY

BALTIMORE, Mar. 3. — A cross-section of the creative program planners of the radio and television industry will gather at The Johns Hopkins University for the Baltimore Conference on Local Public Service Programming, this Wednesday, Thursday, Friday and Saturday under the auspices of the Westinghouse Broadcasting Company, Inc.

Principal speakers will include Senator John F. Kennedy, Dr. Frank C. Baxter, Dr. Bergen Evans, and Donald H. McGannon, president of WBC.

Hurleigh, George Vogel Named to MBS Board

Two new members of the board of the Mutual Broadcasting System were elected at the network's annual stockholders meeting here last week. MBS vice-president Robert F. Hurleigh, in charge of Mutual's Washington operations, was named along with George Vogel. a New York radio-TV executive with 29 years' experience in the broadcasting field.

Armand Hammer President

MBS president Paul Roberts and executive vice-president Bertram J. Hauser, board members since Aug. 8 last, were not reelected. Armand Hammer will serve as president in addition to his present position as chairman of the board. Vogel was named executive vice-president.

Wolfson Buys WLOS, Television and Radio

Special to THE DAILY

MIAMI, March 3 — Mitchell Wolfson, co-owner of Wometco Theatres and president of television station WTVJ, has purchased control of WLOS, TV and radio stations of Asheville, N. C. The stations are operated by Skyway Broadcasting Co. Transfer of control is subject to the approval of the Federal Communications Commission.

Asks Further Toll-TV Dela

(*Continued from page* 1)

off its scheduled processing of toll-TV applications until 30 days after Congress adjourns. The implication was that it would go ahead with its processing if Congress doesn't act this session.

Harris previously said he expects to have hearings late this summer or early this fall on toll-TV and other pending broadcast matters.

In a news letter today, Harris reports he has been advised of the FCC's most recent action. He notes there are pending before the committee many bills to ban toll-TV, and adds that he believes the committee should have "ample opportunity to consider the basic questions involved in this subject."

Then he adds this very significant paragraph:

"If the committee does not have ample opportunity to hold full and complete hearings on the subject by that time (the time Congress adjo I will take further steps to hav tion by the commission postp until the commission has guic from the Congress on the basic p questions, and until the commi is specifically empowered to pay-TV authorization."

On the basis of this statemer the committee does not have to hearings before Congress adjo Harris would presumably seek to the committee approve another olution similar to the one it appr earlier this year calling on the not to authorize toll-TV tests u specifically given this power by gress.

Of course, the FCC could ways decide to ignore or reject request.

The Senate Commerce Comm still plans to hold hearings late month on bills to ban toll-TV.

Bill to Amend

(*Continued from page* 1)

attendance by children under 17 years of age. It proposed that they not be allowed to attend showings of licensed motion pictures considered by the censor board as improper although permissible under existing laws. The amendment had the support of the State Board of Motion Picture Censors, headed by C. Morton Goldstein, chairman.

Fox Schedules

(*Continued from page* 1)

Sixth Happiness," March 12; "The Diary of Anne Frank," March 5; "The Roots of Heaven," March 5; "The Fly," March 5; "The Hunters," March 6; "These Thousand Hills," March 10; "Enough Rope," March 10; "Rally Round the Flag, Boys!," March 10; "The Hell Raisers," March 24; and "The Octopus," March 24.

Greenspan Stresses Value of Promotion

From THE DAILY Bureau

HOLLYWOOD, March 3 — "When better pictures are made, it will be Hollywood that makes them," Lou Greenspan, executive secretary of the Motion Picture Industry Council, told the Hollywood Advertising Club at its meeting today in the Roosevelt Hotel.

Jerry Wald Also Heard

Greenspan, following Jerry Wald on the program, said, "there never has been a bad picture that a good campaign can sell, and never a good picture that a good campaign cannot sell to greater potential success."

Greenspan added, "All media should be used in all complete promotion campaigns, but newspapers, which reach the widest range of population, remain the best medium for selecting everything from pins to pictures."

Dr. Clinchy Will Res As NCCJ President

Dr. Everett R. Clinchy, preside the National Conference of Chris and Jews, has announced he leave that post as soon as a succ is found to serve full time as adn trative president of World Bro hood. Clinchy has been head o NCCJ since it was founded in

For the past eight years Cli has headed both organizations, the World Brotherhood group ha quested him to devote his full tir it because of its growing progra research and planned meeting world leaders. The NCCJ, which i United States unit of World Bro hood, has designated a committe its leaders to seek a successor to Clinchy.

Musicians on Strike Get 50% Regular Pa

From THE DAILY Bureau

HOLLYWOOD, March 3 — M bers of Local 47, American Fe tion of Musicians, who are wit employment as a result of ser stoppage, ordered by AFM presi James C. Petrillo following the br down of negotiations with the n companies for a new contract, receive 50 per cent of their no wages from the union's strike-be fund, beginning today, on auth transmitted by Petrillo.

Service-stoppage is continuing non-picketing form, with studio duction assertedly unaffected so

Editors Dinner Mar.

HOLLYWOOD, March 3 — A ican Cinema Editors will hold eighth annual special awards di March 19 at the Beverly Hills H here. Cinema editors nominated motion picture Academy and telev Academy awards will be honore the dinner.

rontoStudio

(Continued from page 1)

he plan includes the develop- of a studio city—said to be the its kind in Canada.

ident of the new company is Taylor, prominent Canadian n picture executive, and the l manager is Emile Harvard, ame to Canada in 1953 and .as f production for several domes- dios before establishing his own ny, Harvard Productions, last

-president of the new company id Griesdorf, who is executive resident of International Film utors, Ltd., and president and l manager of NTA Telefilm da) Ltd., a distributor of films levision. Secretary-treasurer of w company is H. S. Mandell, olds a similar post in all com- controlled by the Taylor as- s.

onto International has acquired stantial stock interest in Har- Productions, and Harvard will ie as president of that company, ising production of entertain- and industrial films as well as rcials.

cy Sells Interest

(Continued from page 1)

past 25 years. The sale price t disclosed.

chasers are Von Jensen and his Mrs. Joanne Crawford. Their the late Claude Jensen, at one perated some 20 theatres in ngton and Oregon. The Jensen ts will take over the operation Liberty, Capitol, Yakima and Drive-in theatres. Mercy vill ownership of the Capitol and a properties, which will be op- by First National under long- eases. Al Forman of Portland e operating manager of the s for the Jensen interests.

cy and his general manager, Bartholet, are both leaving the field, although the latter will ue handling Mercy's real estate ss, as he has been associated ne Mercy family for 45 years.

rama Inc. Paying 4% Debentures

rama, Inc., has deposited with lonial Trust Co. here $534,800, is sufficient to pay all principal terest on outstanding 4 per cent tible debentures due this year, l E. Reeves, president, has an- d. All 5 per cent debentures aid off a year ago.

REVIEW:

Saddle the Wind

MGM—CinemaScope

WITH WESTERNS, especially those bearing the "adult" label, all the rage these days, "Saddle the Wind" can't miss finding a large and responsive audience. An engrossing, well-developed screenplay by Rod Serling, a trio of excellent performances by Robert Taylor, Julie London and John Cassavetes, and some mighty attractive CinemaScope and MetroColor scenics provide the kind of entertainment package that can't be duplicated on the home screen.

In particular, it is Cassavetes' show all the way. As Taylor's younger and gun crazy brother, he displays all the caged-animal characteristics that made the late James Dean so popular with the teenagers. Although he is not as well known as Dean, his following should increase considerably once the word gets around about his fine trouping in this production.

Taylor, portraying a former gun-slinger who has settled down to a life as a hard working cattle rancher, turns in one of his better performances. The two brothers clash on a number of occasions, and always because of guns. Cassavetes returns to their ranch one day with two new additions to the household—Miss London, a dance-hall entertainer down on her luck, and a hair trigger six-shooter, with the latter, surprisingly, causing most of the trouble.

Cassavetes begins to get frisky, both with the gun and with Miss London. Through most of the footage she keeps her distance, and watches Cassavetes slowly become the victim of his own gun, taking time out, however, to sing him the title song, "Saddle the Wind."

Cassavetes kills two men and wounds another seriously before he dies by his own hand, unwilling to be shot by Taylor, who tracks him down amidst a field of purple sage. His victims are well-played by Charles McGraw, a gun-slinger hunting Taylor; Royal Dano, a home-steader seeking to settle in Taylor's valley; and Donald Crisp, the leading landowner of the valley, who practices a turn-the-other-cheek philosophy. With all the bloodshed resolved, Miss London realizes that it is Taylor that she has loved all along, with the proverbial happy ending the pleasant result.

Director Robert Parrish has done a commendable job in this Armand Deutsch production, especially in keeping tight reins on Cassavetes, who could conceivably have hammed things up if he were given the opportunity.

This is one of the best westerns to come from the MGM stables in quite some time, and one that will hold the interest of all types of audiences.

Running time, 84 minutes. General classification. Release, in March.

WARREN G. HARRIS

Assoc. British Closes Two London Theatres

From THE DAILY Bureau

LONDON, Feb. 27 (By Air Mail). Associated British Cinemas announce the closing of another two London cinemas—the Savoy, Wandsworth, 2,113 seats, and the Dominion, Walthamstow, 1,658 seats. The reason given is the entertainments tax. The Savoy, during the past year, has paid to the Chancellor of the Exchequer £9,627, and the Dominion £8,052, thereby causing both cinemas to operate at a loss.

'Andrew' Coast Bow Will Aid Boys Club

M-G-M's "Merry Andrew" has been selected by the Los Angeles Variety Club for a Hollywood premiere at the Pantages Theatre on April 2.

The event will mark the 13th anniversary of the Variety International Boys Club, which was founded in East Los Angeles by the late Charles Skouras. All proceeds of the premiere will go to the club, which has a membership of 2,809 youngsters, ages 13 to 18.

PEOPLE

Ed Seguin, head of advertising-publicity for Balaban and Katz, Chicago, has been named to the public relations committee of the American Cancer Society. He will have charge of the motion picture division of the committee for the society's drive in April.

□

Marie Roessel, cashier with Universal Pictures for 38 years, the last 16 of them in Cleveland, is remaining with the company in the new plan which reduced the branch personnel there to the manager, one booker and one shipper. Miss Roessel is being transferred to the Cincinnati branch, which henceforth will handle all billings for the northern Ohio area.

□

Jack Eckhardt, salesman in the Chicago area for 20th Century-Fox, is celebrating his 25th anniversary with the company.

□

Sheldon Schermer, Paramount booker in Cleveland who has been absent to complete his military duties, has returned to the company.

□

Mrs. Katherine Reibou, formerly assistant cashier for Universal Pictures in Albany, N. Y., has joined the Columbia Pictures exchange in that city in the same capacity.

'Kwai' Grosses Big

Columbia's "The Bridge on the River Kwai" is running ahead of the company's all-time biggest money maker, "From Here to Eternity," in its second four engagements, the company said yesterday. At the Miracle, Coral Gables, Fla., and the Miami in Miami, the first five days saw grosses of $16,000 and $14,500, respectively, running some $4,000 in aggregate ahead of "Eternity." At the Palm in Palm Beach, the three-day figure was $5,400, and at the Paramount in Phoenix, the Sam Spiegel production topped $9,100 in three days. All new showings are on a continuous run basis.

AIP Meet March 24

HOLLYWOOD, Mar. 3.—American International Pictures will hold a national meeting here March 24-26 with franchise holders from the entire country attending, James H. Nicholson, president, and Samuel Z. Arkoff, vice - president, have announced.

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MOTION PICTURE DAILY

Concise and to the Point

3, NO. 44 NEW YORK, U.S.A., WEDNESDAY, MARCH 5, 1958 TEN CENTS

'Tinkering'

nton at FCC cries Move Curb Webs

Net-Owned Stations to Company Profits

rom THE DAILY Bureau

HINGTON, March 4 — Frank president of the Columbia sting System, today warned deral Communications Com- that television would be "ir- y damaged" if the FCC a study group's proposals to l the networks.

on testified as the FCC went second day of hearings on the l Barrow Study Committee recommending major curbs on power and practices.

commission was proceeding a

Continued on page 6)

berg Named Para. io Ad.-Pub. Director

rom THE DAILY Bureau

LYWOOD, March 4. — Herb g has been appointed to the reated post of Paramount Pic- udio ad- g and y direc- was an- l today y Pick- ce-presi- n charge vertising, y and tion. At ne time nent of ompany's publicity on was l with the promotion of Bob



Herb Steinberg

Continued on page 2)

elevision Today

Page 6

FCC Eyes NT Trust Record

From THE DAILY Bureau

WASHINGTON, Mar. 4. — Some members of the Federal Communications. Commission are studying the anti-trust record of National Theatres to determine whether the circuit should be permitted as a television licensee.

National has asked permission to acquire the radio and television stations of the Kansas City Star in Kansas City, Mo. The commission has just renewed the license of the Star stations, but did not approve, as had been expected at the same time, transfer of the stations to National Theatres ownership.

According to commission officials,

(*Continued on page 6*)

See $75,000 for PAL From 'Pacific' Bow

The Police Athletic League is hopeful of raising $75,000 from the benefit premiere of "South Pacific" at the Criterion Theatre here on Wednesday, March 19, PAL exccutive director James B. Nolan said here yesterday at a press luncheon at Toots Shor's.

Nolan thanked George P. Skouras, president of Magna Theatre Corp., which is releasing the TODD-AO mu-

(*Continued on page 2*)

Hansen Tells Senate Subcommittee

Justice Would 'Spur' Private Trust Suits

Dept. Will Support Eagle Lion Appeal In Case Against Loew's, RKO Theatres

By J. A. OTTEN

WASHINGTON, Mar. 4—The Justice Department has underway a program to "spur private suits to enforce the anti-trust laws," anti-trust chief Victor Hansen revealed today in testimony before a Senate Small Business Subcommittee. Hansen told the committee that Justice will file a "friend of the court" brief in support of Eagle Lion Films' attempt to use the government's Paramount Case judgment in its own anti-trust suit against Loew's and RKO Theatres.

The Supreme Court has said it would rule on the case, in which Eagle Lion argues lower courts took an unduly restrictive view of the ex-

(*Continued on page 2*)

Propose Glen Alden Acquire List Corp. Assets

List Industries Corp., which includes RKO Theatres in its list of subsidiaries, will be absorbed by the Glen Alden Corporation, a company in which List acquired a 38½ per cent interest only last fall, under a deal currently being presented to stockholders of both companies.

Albert A. List, president of List Industries, and Francis O. Case, president of Glen Alden, announced jointly yesterday that their stockholders will be asked to approve the acquisition by Glen Alden of the business and assets of List in exchange for a number of common shares of Glen

(*Continued on page 2*)

Lefko Joining Todd As Head of Sales

Morris Lefko has been appointed vice-president in charge of sales for the Michael Todd Company, Inc., it was announced yesterday by Michael Todd. Lefko is resigning his Paramount Pictures' post as United States and Canadian sales manager of "The Ten Commandments" to take over his new assignment on March 17.



Morris Lefko

Lefko and Milton E. Cohen, United Artists ex-

(*Continued on page 6*)

Futter Dies; Headed Projection Lens Firm

Funeral services for Walter A. Futter, veteran motion picture industry executive, will be held here Friday at 2:30 P.M. at the Campbell Funeral Chapel. The president of Vidoscope, Inc., and for many years a producer

(*Continued on page 2*)

REVIEW:

The Long, Hot Summer

Wald—20th Century-Fox—CinemaScope

UPON LEARNING THAT "The Long, Hot Summer" is a story of life in modern-day Mississippi, exhibitors need have no fears that it is another dreary examination of neurosis and decadence in the South. On the contrary, this new Jerry Wald production is a cheerful and engaging comedy-drama about a well-to-do small-town family, many of whose experiences and problems are common to people everywhere.

The script is reported to be based in large part on William Faulkner's "The Hamlet," a novel in four sections, the third of which is called "The Long Summer" (without the "Hot"). It appears, however, that the script writers—Irving Ravetch and Harriet Frank, Jr.—have retained very little of the book beyond the setting and some of the characters' names. From that point they have gone ahead to tell a story that packs fascination all the way.

Producer Wald has selected a cast more on the basis of genuine acting

(*Continued on page 6*)

PERSONAL MENTION

EORGE WELTNER, Paramount Pictures vice-president in charge of worldwide sales, has returned to New York from the Far East.

•

JAMES R. VELDE, United Artists general sales manager, and AL FITTER, Western division manager, will arrive in Los Angeles today from New York.

•

ROY M. BREWER, Allied Artists manager of exchange operations, will leave New York today for Hollywood.

•

JAMES H. NICHOLSON, president of American International Pictures, will leave Hollywood at the weekend for Kansas City.

•

WILLIAM ORNSTEIN, formerly of M-G-M publicity, has returned to New York from a business and vacation trip to Puerto Rico.

•

DAVID GOLDING, Paramount publicity specialist for "Desire Under the Elms," is in Chicago from New York.

•

HAROLD HECHT, of Hecht-Hill-Lancaster, will leave Hollywood today for New York.

Futter Dies

(*Continued from page* 1)

of theatrical features and short subjects, Futter died of a heart attack in his apartment here on Monday. He was 58.

A graduate of the University of Omaha, Futter started his association with the motion picture industry as head editor for Cosmopolitan Productions. Beginning in 1925, he producted over 250 short subjects.

Under the banner of Major Pictures, Ltd., Futter produced "The Man Who Lost Himself" in London, and also was responsible for such features as "Riding Avenger," "Cavalcade of the West," "Leopard Men of Africa," "Hong Kong Nights" and "The Amazing Monsieur Fabre," which was made in France in 1951. He became president of Vidoscope, manufacturer of projection lenses, in 1953.

'Periscope' Unit Leaving

HOLLYWOOD, Mar. 4 — Aubrey Schenck, Howard Koch and Edwin Zabel will leave here by plane for Hawaii at the weekend to prepare for production of "Up Periscope" for Warner Brothers release.

Private Suits

(*Continued from page* 1)

tent to which government judgments can be used by plaintiffs in private anti-trust suits. Judging from Hansen's testimony, the government will take the same line, though he didn't indicate just how far it would go in this direction.

Eagle Lion sued RKO and Loew's for treble damages, claiming that playing time in the principal first neighborhood run theatres in New York was controlled by the two firms and that they conspired to deny Eagle Lion playing time during the 1946-50 period, favoring instead the distributor defendants in the Paramount Case. To establish the conspiracy, Eagle Lion relied heavily on the Paramount Case judgment won by the government, attempting to show the same conditions found illegal there continued to exist in New York in the 1946-50 period.

Decree Called Not Pertinent

The district court said the Paramount Case judgment was not pertinent evidence, and the second circuit court agreed. Appealing to the high court, Eagle Lion said the circuit court decision makes useless the right of private plaintiffs to submit government judgments as prima facie evidence in private suits.

Hansen told the Senate group today that the anti-trust division has a record load of complaints and needs to rely more and more on private damage suits as an auxiliary enforcement device. He noted there have been more and more private suits, and that as late as 1952 practically all film industry suits and about two-thirds of other suits relied on government judgments to help their case.

Pledges Federal Support

To encourage "legitimate private enforcement" of the anti-trust laws, he said, the government tries to get all possible information into the public record of its cases. As another step, he continued, the government will support the Eagle-Lion appeal.

Rank 'Away' Bow Slated

The Rank Organization's "The One That Got Away" will have its American premiere showings in Ogdensburg, N. Y., on March 18-22. It will open at the George Hall Auditorium with the Lion's Club of Ogdensburg, N. Y., sponsoring the premiere.

Russians to Visit

LONDON, Mar. 4.—Moscow Radio said yesterday that a delegation of Russian Motion picture workers will visit the United States soon to negotiate details for cooperation with Hollywood studios in film production.

Honor Bob Hope Tonight With U.S.O. Award

From THE DAILY Bureau

WASHINGTON, Mar. 4 — Bob Hope will be presented with a U.S.O. Award here tomorrow night for his contributions to armed service morale in entertaining U.S. and Allied troops over the past 18 years. Vice-president Richard M. Nixon will present the award at a U.S.O. dinner in the Statler Hotel. Hope is enroute to Miami for the U.S. premiere of his UA release, "Paris Holiday."

UTOO Board Meets; Convention Today

Special to THE DAILY

OKLAHOMA CITY, Mar. 4—The third "progressive" convention of United Theatre Owners of Oklahoma got underway here tonight at the Biltmore Hotel with a board of directors dinner and meeting. Registration of delegates will be held tomorrow morning in the hotel mezzanine.

There will be two important business sessions tomorrow afternoon. Robert A. Wile, director of exhibitor relations for 20th Century-Fox, will talk on "A Closer Working Relationship," and will be followed by M. B. Smith of Commonwealth Theatres, who will discuss "Shirt Sleeve Advertising." The convention will continue through Thursday.

See $75,000 for PAL

(*Continued from page* 1)

sical, and Charles B. Moss, operator of the Criterion, for donating the picture and theatre, respectively, to the PAL cause. He said that PAL has an annual budget of $780,000, which "must be expanded" and "can't be cut." Tickets to the "South Pacific" premiere have a sliding scale from $100 on downward.

Commissioner a Speaker

In a jocular mood, Nolan said that Skouras would "make up the difference" if the premiere failed to net $75,000 for the PAL. In a more serious mood, New York Police Commissioner Stephen Kennedy said that PAL was in a "bad way financially" and that it would be a pity to lose an organization that turned "gangs into teams."

A second benefit showing of "South Pacific" will be held at the Criterion on the night of March 20 sponsored by the New York Naval Air Station and the New York Council of the Navy League. Proceeds will go to the construction of the Navy-Marine Corps Memorial Stadium at Annapolis. Many governmental and military notables have been invited to attend.

Herb Steinbe

(*Continued from page* 1)

Goodfried to studio publicity ma succeeding Teet Carle. The joins the Cecil B. DeMille orga tion in an executive publicity po "The Buccaneer."

The Steinberg appointment wa scribed as a "major step in an all program designed to stren and broaden Paramount's global chandising activities." He has a promotion executive with the pany in New York since 1949 three years he was national exp tion manager, having served as office publicity manager previ Steinberg arrived here today t sume his new duties.

Goodfried Joined in 1952

Carle has been studio pub manager for more than six Goodfried, who moves up fro post of assistant studio publicity ager, is a veteran Hollywood licist, having joined the Paran studio publicity department in He was previously associated United Artists and Skouras The for many years.

Propose Glen Alden

(*Continued from page* 1)

Alden Corp. equal to 83 1/3 per of the number of outstanding s of List Industries Corp. and th sumption of its liabilities.

Stockholders' meetings of both panies are scheduled for April 1958, at which stockholders of ord on March 17, 1958, will b titled to vote. Glen Alden is eng in the mining and sale of anth coal, and also controls the M Company, Inc., which manufac and sells air-conditioning equip and Ward LaFrance Truck Cor tion.

To the Holders of 4% Convertible Debentures, Due 1958

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Notice is hereby given that there been deposited with Colonial T Company, Trustee, funds sufficient pay all principal and interest on standing 4% Convertible Debentures 1958. All holders should present Debentures with coupons attached payment after March 3, 1958 at office of Colonial Trust Company, Wall Street, New York 5, N. Y.

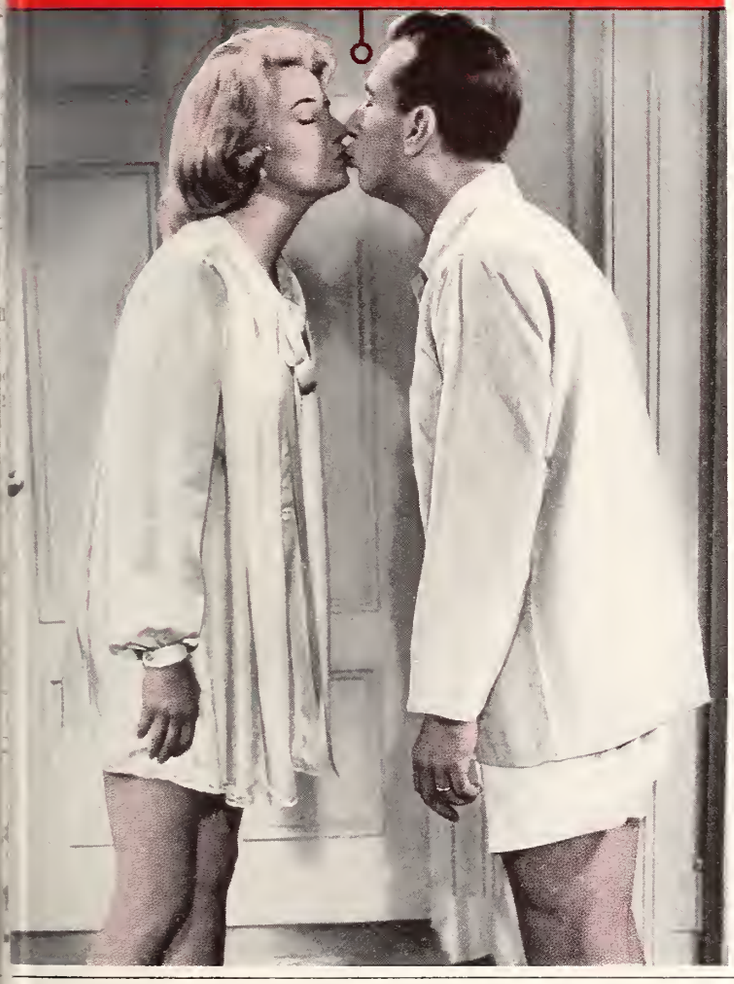
HAZARD E. REEVES, *Presi*

March 3, 1958.

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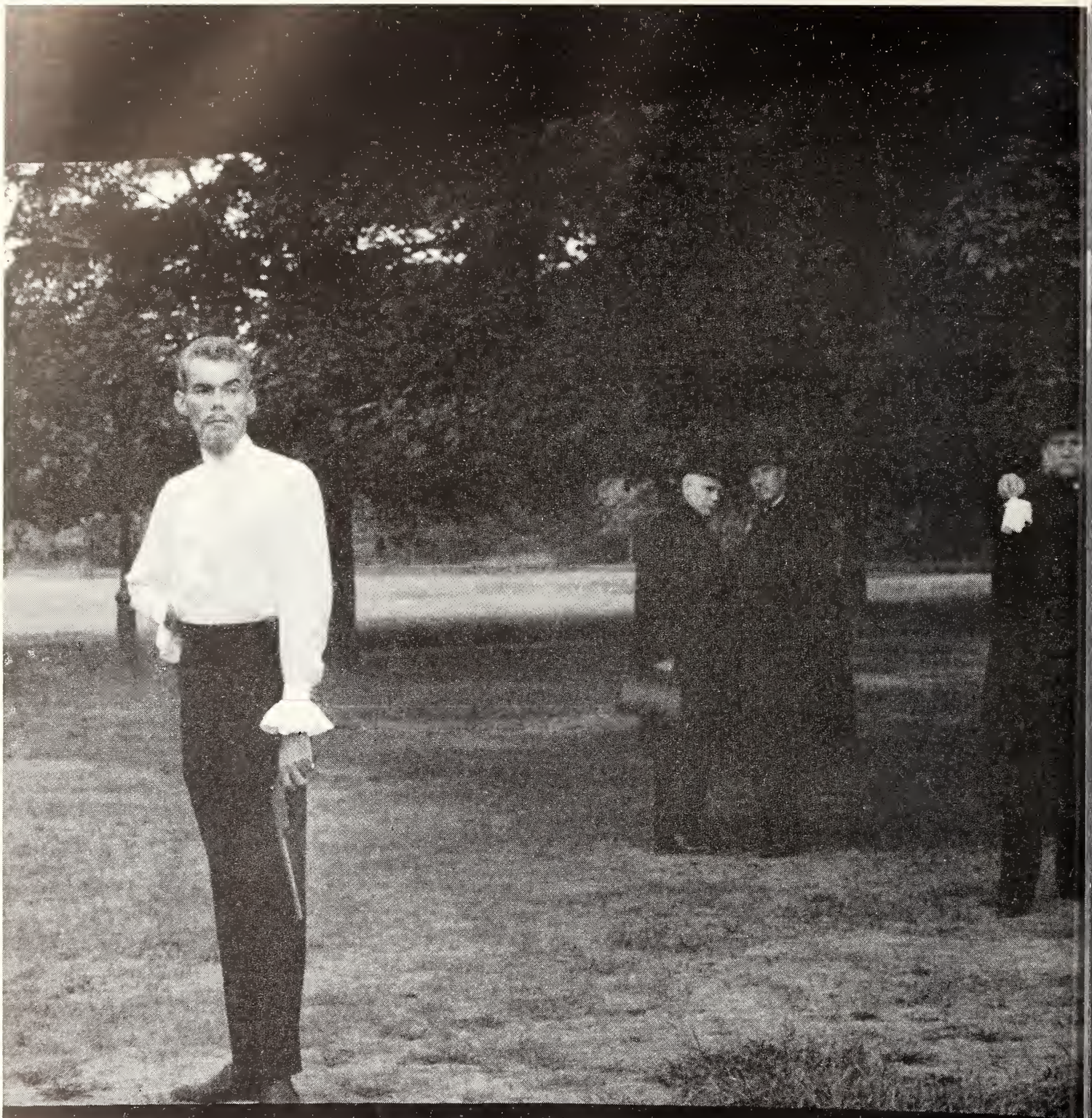
Story by RIP VAN RONKEL and MILO O. FRANK, JR.

in CinemaScope

Directed by JOSE FERRER

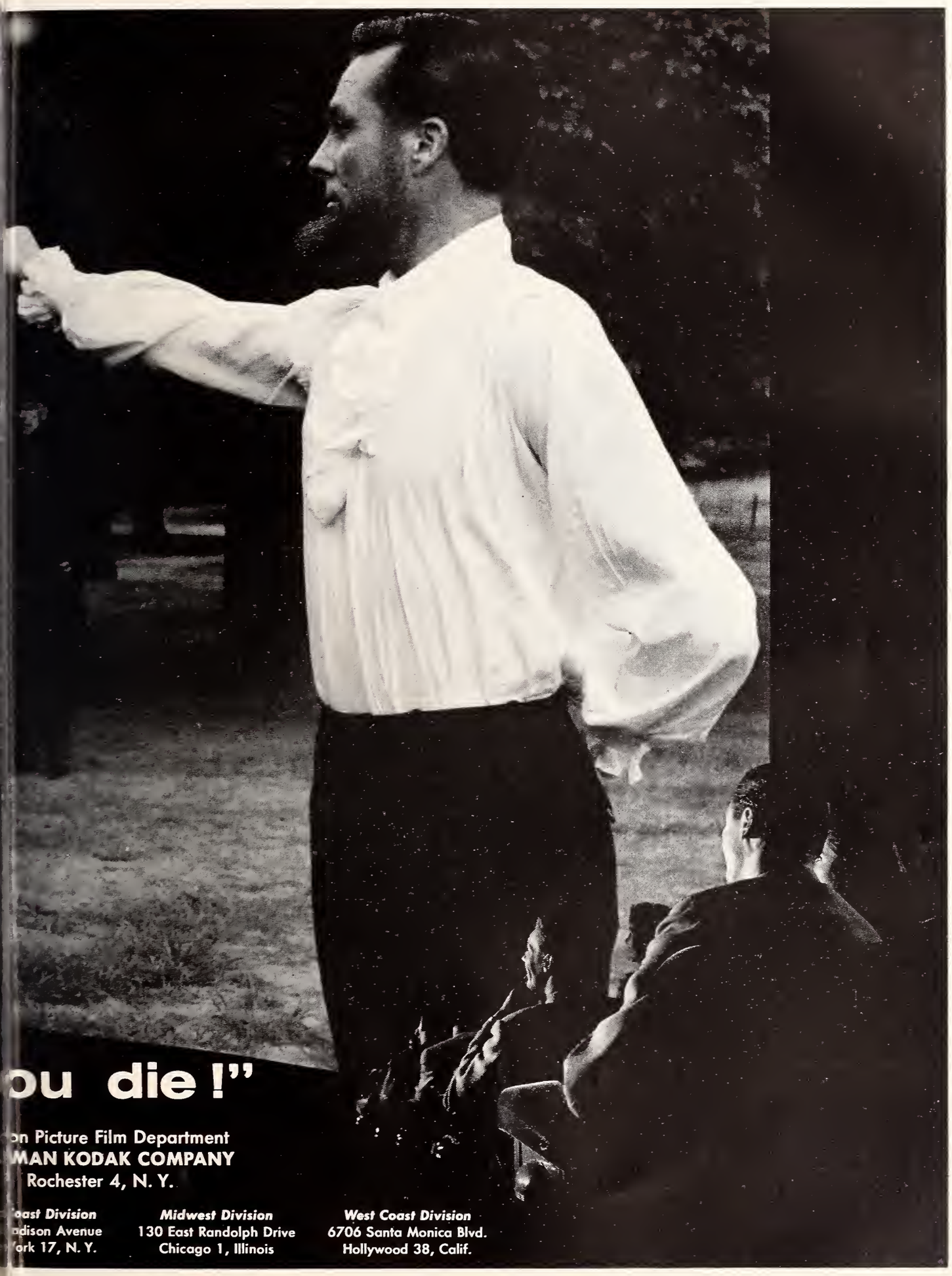
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The Long, Hot Summer

(CONTINUED FROM PAGE 1)

ability rather than for "name" value alone. Paul Newman, Joanne Woodward, Anthony Franciosa, and Lee Remick are up-and-coming personalities whose reputations will gain new ground with the public once "The Long, Hot Summer" gets into wide circulation. Orson Welles and Angela Lansbury, who are also in the cast, are actors of long-proven skill.

To capture the atmosphere of the present-day Mississippi setting, Wald dispatched cameras southward—to Louisiana, actually, where the countryside served the purpose admirably. And finally, though scarcely of least importance, he assigned a promising new director, Martin Ritt, whose previous work ("Edge of the City" and "No Down Payment") revealed an unusual gift for handling actors in stories where characterizations run beyond and beneath the superficial.

The family in this story is dominated by the father, a corpulent, aggressive individual who practically runs the small Southern town in which he lives, including owning everything from the general store to most of the farm land in the area. This widowed man has a married son and an unmarried daughter, both of whom still live with him and in whose development he has been sorely disappointed for many reasons, especially their failure to provide him with grandchildren. The son is a weakling; the daughter, a frustrated spinster. The lives of all are radically changed, however, when a brash young man of dubious background comes to town looking for a job. The father sees in this stranger the kind of man he wants his son to be and also the type of man he wants for a son-in-law. All of this is neatly and happily resolved at the end—maybe a little too neatly for some tastes.

Any brief synopsis of the plot would be insufficient to indicate the subtle revelations of character that have been carefully worked into the screen play. The script is also notable for dialogue that is "literate" as well as being generously endowed with bright and original wit.

WHILE WATCHING the picture one becomes so absorbed that the absence of any "action" in the conventional sense—except for the burning of a barn at the end—goes wholly unnoticed. The character portraits are fascinating and form the substance of the film.

And all the parts are wonderfully well acted. In the role of the stranger, Newman demonstrates phases of his talent—charm and humor—that were never so much in evidence before. And Miss Woodward (of "Three Faces of Eve" fame) gives another sensitive performance as the girl who hates him at first and then falls under his spell. As her brother, Franciosa contributes some moving scenes (particularly the one with his father at the breakfast table), and Miss Remick is fresh and vivacious as his immature bride. Richard Anderson is also excellent as a weak-willed suitor of Miss Woodward, and Miss Lansbury is surprisingly earthy and amusing as the mistress of the old man who seeks to run the lives of his family with an iron hand.

Towering over the work of all of them, however, is the gargantuan acting of Welles in the latter-named role. The part is vast and complex; the old man is selfish, cruel and not a little ridiculous, but he is also proud and sometimes relenting. All this Welles projects in the grand manner in a performance that the customers will leave the theatre talking about.

Photography in CinemaScope and color by De Luxe enhances the moods as well as the box office potential of this exceptional film. Running time, 117 minutes. General classification. Release, in March.

RICHARD GERTNER

Chicago Ban on 'Snow' Appealed by Continental

Continental Distributing, Inc., has appealed to the Mayor of Chicago the refusal of that city's censor board to license the French film, "The Snow Was Black," Walter Reade, Jr., Continental chairman of the board, announced here yesterday. The company has retained attorney Felix Bilgrey to initiate the appeal, Reade added.

Should the appeal to the mayor fail, Continental will proceed to test the ban in the courts, said Reade.

Lefko Joining Todd

(*Continued from page* 1)

ecutive, will direct and supervise sales of the Todd film. Lefko has an industry background dating back to 1930 when he joined R.K.O. He became East-Central division manager for that firm in 1948, and joined Paramount in 1956 as sales executive for "War and Peace" and "The Ten Commandments."

Later, Lefko accepted the post of sales manager for the United States and Canada for "The Ten Commandments."

Television Today

Appeal Dismissal of Trust Suit Against NBC

From THE DAILY Bureau

WASHINGTON, March 4. — The Justice Department is appealing to the Supreme Court a Philadelphia court decision dismissing its television station anti-trust suit against the National Broadcasting Co.

The Department late in 1956 charged that NBC violated the anti-trust law by virtue of its television station acquisitions, and specifically by its acquisition of Westinghouse radio and television stations in Philadelphia in return for NBC stations in Cleveland. Philadelphia District Court Judge William H. Kirkpatrick recently threw out the Justice Department suit, holding the Department had no right to accuse NBC since the station exchange had previously been approved by the Federal Communications Commission. Now the Department has notified the high court that it wants Kirkpatrick's decision reversed.

See Bartley Renamed As Member of FCC

From THE DAILY Bureau

WASHINGTON, March 4. — The White House has just about decided to reappoint Robert T. Bartley as a member of the Federal Communications Commission when his present term runs out this June, according to key Administration officials.

Meanwhile, the President has begun his search for a new commissioner to replace Richard Mack, who resigned under fire from a House Commerce Committee investigating subcommittee.

Under the law, Mack's replacement must be a Democrat. Bartley, who is the nephew of House speaker Sam Rayburn, is also a Democrat.

Expect Hearing Delays On Toll-TV Measures

From THE DAILY Bureau

WASHINGTON, March 4 — Senate Commerce Committee officials have stated they now think it will be at least late April before the committee gets around to hearings on bills to ban toll-television.

They said they thought hearings on other bills would tie the committee up for all of March, and that the Senate would then take an Easter recess from April 3 to 14. There's a possibility, they said, that hearings may not be worked in to the committee's schedule before May.

So late a date for hearings would make it difficult to pass legislation this year through both Senate and House. In that event, the Senate committee might be asked to pass another resolution asking the Federal Communications Commission to hold off its toll-TV tests.

Stanton at F

(*Continued from page* 1

little ahead of schedule, finishi
cials of American Broadcastin
mount Theatres in a little o
day, instead of the two day
inally scheduled.

Calling the Barrow report
ing for the sake of tinkering,"
said "the recommendations of
port, on the whole, threaten t
the healthy development
medium and perhaps to dam
driving force beyond repair."

'Stable Profits' from Stati

Stanton defended the right
vision networks to own a nu
stations, asserting that the
derives its "stable profits" fr
stations it owns and operates.
in the years of maximum
profits," he said, "the profits o
work's handful of owned statio
close to matching those of t
work." He also defended th
tion time" practice as the "k
of network operations."

David M. Blank, CBS ec
denied "collusion" among t
works. Actually, he said, thei
petition and rivalry "go t
lengths as occasionally to bor
the absurd." He charged t
Barrow report "fails to dem
any lack of effective competi
television broadcasting."

FCC Eyes NT

(*Continued from page* 1

the reason for the commission's
to act was that some member
asked for more time to look
circuit's anti-trust background.
was no indication of how lo
might take.

SAG in Move Again Filmed-TV Commer

From THE DAILY Bureau

HOLLYWOOD, Mar. 4. -
board of directors of the Scre
tors Guild tonight mailed a lett
ballot to all members solicitin
thorization to call a strike
producers of filmed-television
mercials if such action become
essary. Ballots are returnable
March 18.

The recommendation made
to members is in behalf of th
York and Chicago branches a
as Los Angeles.

The guild letter cites statis
show the "phenomenal growth
television industry" since th
guild rates were fixed in 1953. F
set forth that in that time tel
markets have increased in n
from 67 to 267; television s
from 123 to 493; television-se
homes from 20,400,000 to mor
40,000,000.

All News that News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 45 NEW YORK, U.S.A., THURSDAY, MARCH 6, 1958 TEN CENTS

ally Reported

ıate Gets olution on l-TV Action

Backers Can Now or Floor Action

By J. A. OTTEN

INGTON, Mar. 5.—The ommerce Committee resolu- ıg the Federal Communica- ınmission to postpone toll-TV til specifically authorized by has been formally reported enate.

ıeans backers could seek to for Senate floor action. Pre- they would not do this un- inced Congress would not this year to act on bills to TV entirely.

CC last week said it would ontinued on page 6)

Classification' illed in Albany

pecial to THE DAILY

NY, N. Y., Mar. 5. — The Committee on Public Edu- as killed the Marano bill pposed that the State Educa- artment's motion picture di- licensing films, classify them le for "general patronage," nd adolescents" or "adults ontinued on page 2)

Kwai' Columbia's st Grosser Ever

om THE DAILY Bureau

YWOOD, Mar. 5. — "The n the River Kwai" will be st grossing film in the his- olumbia Pictures, present in- being that it will surpass ontinued on page 2)

levision oday

Page 6

Kingsley Objects to References Quigley Applied to 'Woman'

Edward L. Kingsley, of Kingsley International Pictures Corp., distributor of ". . . and God Created Woman," in a letter to Martin Quigley has objected to published references to the picture.

The picture was referred to as "obscene, indecent, immoral and prurient."

Mr. Kingsley writes:

"As distributor of '. . . and God Created Woman' it has been brought to my attention that several comments have appeared in your publication of a strongly critical nature with reference to this film.

"It goes, I believe, without saying that there are always two sides to a story, and a tremendous amount has been written about this film all over the country. With no particular effort at all, I thought I would forward four clippings, from among many, which

(*Continued on page* 3)

E. C. Grainger Appointed Todd-AO Vice-President

Edmund C. Grainger, active for many years in both distribution and exhibition, has been appointed vice-president in charge of theatre activities for the Todd - AO Corporation, president George J. Schaefer announced here yesterday. Grainger will succeed L. Douglas Netter, in the post. Netter is joining the Samuel Goldwyn organization.



Edmund Grainger

A former president of Shea Enterprises, Grainger joined that company as general manager of its New York subsidiary, Jamestown Amusement Co., in 1936, after serving as Eastern division sales manager for 20th Century-Fox. He was elected president of Shea Enterprises in 1940.

In July, 1952, Grainger moved from

(*Continued on page* 2)

ITOO Hits 'Skeleton' Exchange Operations

Special to THE DAILY

COLUMBUS, Ohio, Mar. 5.—The Independent Theatre Owners of Ohio expresses "skepticism" in its current bulletin that Universal-International can modify its Cleveland and Indianapolis exchange operations "without the consequence of considerable extra expense and hardship to their theatre customers in those areas." The bulletin say exhibitors in the two areas

(*Continued on page* 2)

L. A. Council Okays Cancellation Of Pay-Television Applications

By WILLIAM R. WEAVER

HOLLYWOOD, Mar. 5—Pay-television in Los Angeles, widely regarded as typifying the medium's potential in metropolitan centers, today faded further into the misty future when the City Council voted 10 to 5 in favor of granting two closed-circuit pay-television franchise holders' applications for withdrawal and keeping the pay-television issue off the June 3 election ballot, where it was to be placed in consequence of a referendum action successfully sought by the Citizen's Committee Against Pay-Television.

The council's 10-to-5 vote was to adopt a motion instructing the city attorney to draft ordinances empowering the council legally to consent

(*Continued on page* 6)

McClendon and Smith Heard at UTOO Meet

Special to THE DAILY

OKLAHOMA CITY, March 5 — Speaking to 250 delegates attending the third "progressive" convention of United Theatre Owners of Oklahoma here today, Gordon McClendon, president of the McClendon Corp., Dallas,

(*Continued on page* 2)

Others May Follow

Para. and Fox Plan to Score Films Abroad

AFM Strike Brings Move To Maintain Release Rate

From THE DAILY Bureau

HOLLYWOOD, March 5 — Paramount will be first studio to resort to music-scoring its pictures abroad, to avert the effect of American Federation of Musicians' withholding of service, with 20th Century-Fox probably the second to do so, executives of those companies said today.

Paramount will send its completed "Vertigo" to a European country with which the AFM has no binding ties, for scoring by European musicians, and 20th-Fox will send "Barbarian," "Hunter," and possibly others out of the country for scoring if the work-

(*Continued on page* 2)

Para. Moving to New Exchange Office Friday

The new headquarters of Paramount's New York exchange will be opened here tomorrow on the sixth floor of the Paramount Building. Exchange office personnel, under Myron Sattler, branch manager, will move there from 331 West 44th Street,

(*Continued on page* 3)

Protests Stop Closure of Ohio Town's Only Theatre

Special to THE DAILY

WELLSTON, O., Mar. 5 — Protests from local citizens over the threat of closure of the town's only theatre, has caused the city council to effect a compromise with manager Richard Moody of the Louvee Theatre. Moody told council members he would have to close down unless the 3 per cent admissions tax was reduced or eliminated.

The council said the city would refund half of the tax at the end of the year if Moody continued collections on a seven-days-a-week operation. The theatre is remaining open.

PERSONAL MENTION

SOL SIEGEL will return to Hollywood at the weekend from New York.

•

GEORGE PAL, producer, will return to New York from London today via B.O.A.C.

•

MRS. HERBERT SCHWARTZ, wife of the Columbia Pictures branch manager in Albany, N. Y., has given birth to a daughter, SUSAN BETH, at St. Clare's Hospital, Schenectady.

•

MICHAEL WASZYNSKI, production executive with Figaro, Inc., left here yesterday for the Coast.

•

RICHARD MENASCHE, director, will return to New York from Europe tomorrow aboard the "Liberte."

•

JOHN G. MOORE, Paramount's Mideastern division manager, returned to Philadelphia yesterday from New York.

•

ALFRED HITCHCOCK will arrive in New York tomorrow from Hollywood, and will leave here at once for London.

Basilio-Robinson Fight Is Booked in Albany

Special to THE DAILY

ALBANY, N. Y., Mar. 5.—Fabian's Palace is advertising "exclusive tricity theatre showing" of the Carmen Basilio-Sugar Ray Robinson middleweight championship bout on its large screen, March 25, at $3.50 admission. Proctor's in Troy (six miles away), will not telecast the fight, as it had two previous ones.

Extra costs of micro-waving the fightcast to Troy, in addition to other charges, were not commensurate with the attendance there, it was reported.

'Witness' in Record

Arthur Hornblow's "Witness for the Prosecution" set a new all-time theatre record with a gross of $14,280 in its first week at the Mayfair Theatre in Baltimore, United Artists announced yesterday. It said the figure is the highest ever registered there on a non-holiday week.

Decca Dividend 25c

Directors of Decca Records, Inc., have declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable March 31, to stockholders of record March 17.

Equip Two Theatres in Texas for Todd-AO

Two theatres in Texas will be equipped for Todd-AO especially for engagements of "South Pacific," it was learned here yesterday.

In Dallas the picture has been booked in the Rowley Theatres' Wynnewood to open on April 15. The theatre will be shut down on April 1 for renovations expected to cost $35,000.

Previous Todd-AO films, "Oklahoma" and "Around the World in 80 Days," were shown in Dallas at the Interstate circuit's Tower Theatre. However, Magna Theatres Corp., distributor of "South Pacific," was unable to effect an agreement with that circuit, a spokesman said here yesterday. The Rowley circuit is 50 per cent owned by the United Artists Theatre Circuit, which also is a large stockholder in Magna.

Elsewhere in Texas, "South Pacific" will open at the Uptown Theatre in Houston at an April date to be set.

McClendon, Smith

(*Continued from page* 1)

and M. B. Smith, vice-president of Commonwealth Theatres, urged a firmer stand on the part of theatres against encroachments of the television medium.

McClendon, speaking on the subject, "Will the Motion Picture Kill Television?" cited instances in Dallas where old films were successfully revived as a result of a radio spot campaign, which he said, has a potential coverage of 95 per cent of the homes. Newspapers, he estimated, reach 66 per cent of the residences.

Smith, who is also president of Kansas-Missouri Theatre Association, in his address called for more carefully planned exploitation, urging his listeners to "know what you are selling."

The convention will conclude tomorrow.

Paramount and Fox

(*Continued from page* 1)

stoppage continues long enough to impede orderly release.

Other studios now being denied music service by the AFM are expected to follow these examples when already-scored releases begin to run low, if the strike lasts that long.

Grainger Named

(*Continued from page* 1)

Shea Enterprises to RKO Theatres, where he was appointed assistant to a vice-president. In 1955 he was named circuit sales manager for Republic Pictures, and one year later, in 1956, he became general manager of the Crescent Amusement Co.

U.K. Industry Presents Case for Tax Abolition

From THE DAILY Bureau

LONDON, Mar. 5 — A delegation from the motion picture industry's tax committee today presented to the government's Financial Secretary their case for total abolition of the entertainments tax.

In an official statement issued after the meeting the Treasury said that all points of the industry's case had been taken up and the various issues would be presented to the Chancellor of the Exchequer.

ITOO Hits 'Skeletons'

(*Continued from page* 1)

should determine the cost to them of U-I's modifications "before they sign any more Universal contracts."

"To save money is one thing," the bulletin adds, "To transfer distribution costs from the film company to the exhibitor is another. Whatever additional costs, or later availabilities, that result from Universal's elimination of exchanges should be deducted from future film rentals. Otherwise, you can expect every other film company to 'skeletonize' their Indianapolis and Cleveland exchanges."

A Universal spokesman here yesterday said that the company was in the process of revising its plans for the Cleveland and Indianapolis exchanges along the lines of its recent policy change in Albany. Exhibitors in the Albany exchange area last week were informed that Universal had arranged for Clark Film Service to handle its prints. Late in February, Universal had announced that it was discontinuing print shipments from Albany.

See 'Kwai' Biggest

(*Continued from page* 1)

the company's previous top-grosser, "From Here to Eternity" by 15-20 per cent, A. Montague, vice-president in charge of distribution, told the home office executives now meeting at the studio, and producer Sam Spiegel, following the first domestic openings on continuous-run basis this past weekend. The sales executive said he took into account in making his estimate the continuing success of the film at the box-office in the four hard ticket situations where "Kwai" has been running for the past ten weeks to capacity and near capacity business.

Five and six day figures of the new openings surpass "Eternity" every day, with "Kwai" playing only five shows a day against the seven performances chalked up for "Eternity," Montague pointed out. Overseas grosses are keeping pace with the domestic in every market, he added.

N.Y. Film Bi

(*Continued from page* 1)

only." The measure required tha hibitors in advertising the pic should "note" the classification.

A companion bill, sponsore Sen. William T. Conklin, Bro Republican, is still alive in that h However, the defeat in the Asse committee probably means the of the proposals for the 1958 se of the legislature.

Introduced by Assemblyman R. Marano, Brooklyn Republican Senator Conklin, it was designe aid in the fight against juvenile linquency. The Catholic War Vet were among its supporters.

The New York State Publisher sociation reportedly voiced stron position on the ground the bill "a form of censorship."

Senate Group Approves Bill to B Commercial 'Subliminal Advertis

ALBANY, N. Y., Mar. 5. — Senate Committee on Public E tion has favorably reported amended Desmond bill, which that "subliminal advertising for mercial purposes on film is h prohibited."

Amending Section 123 of the cation Law (on film licensing) measure reads: "Any person who ploys subliminal advertising for mercial purposes shall be guilty misdemeanor."

The original draft made viol a felony.

Subliminal advertising is defin "advertising below human consc ness."

The act, which would take immediately, was introduced by Thomas C. Desmond and Asser man Clinton Dominick, Newb Republican, at the request of Hi-Y Assembly.

Plan Hope Welcomi

MIAMI, Mar. 5.—Bob Hope wi ceive a "spectacular" reception he arrives here Friday, accomp by Anita Ekberg, for the Ame premiere of United Artists' " Holiday." Welcoming festivities a airport, to be covered by both t sion and radio, will feature conve of a section of the airport into a "set," complete with sidewalk gendarmes, and 200 girls.

WHEN YOU NE SPECIA TRAILER
CHICAGO 1327 So. Wabash
That Are The Fastest And Th Bestest You Can't Beat Depe
NEW YORK 630 Ninth Avenue
FILMAC

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 for Single copies, 10c.

PEOPLE

Goldwurm, president of Times orp., purchased three columns e in yesterday's issue of the ork Times" to tell in detail s and objectives of the "Mone- d Customs Union," a plan for its purpose the establish- a closer politieal friendship nations, with each retaining its ereignty. Headlined "Wanted: n of Democracy," the material ered to the readers as a public

□

Hugh M. Flick, former direetor New York State Education De- t's motion picture division w executive assistant to the ducation Commissioner, will an address on Monday to s of the Albany Variety Club.

□

ne E. Lowe, a veteran of 38 the distribution field and a for Universal Pictures in N. Y., since 1946, is entering estate field in Schenectady. given a farewell dinner by any branch of Colosseum of Picture Salesmen.

□

y Wister, Charlotte News ents editor, and Charlotte cor- ent for MOTION PICTURE will make his television debut lay on the CBS-TV program, erdict Is Yours," 3:30-4:00

ple Bookings, Big paign for 'Macabre'

Artists will launch its horror acabre," in specially selected th multiple bookings, follow- same sales and merchandising e company used for "Riot in ck 11," Morey R. Goldstein, sident and general sales man- nounced yesterday.

tensive exploitation campaign ed using all media, including n, radio and newspapers. Part rogram includes a $1,000 in- policy which will be made e to exhibitors in all key s covering patrons "against y fright."

deling Program

B & K's Roosevelt

rom THE DAILY Bureau

AGO, Mar. 5.—The B&K lt Theatre will close for three rting April 2, for installation er screen, new projection and quipment, and some general ting. When the theatre re- vith "The Young Lions" on a single feature policy will the regular double feature . At the same time the admis- ce will be jumped from 90 $1.50 or $1.80.

Kingsley Objects to 'Woman' Commentary

(*Continued from page* 1)

have accumulated on my desk, which support quite an opposite view from your own.

"I should like to add the opinion that very little progress can be made in these matters when fanatical exaggerations persist."

Mr. Quigley's reply:

Mr. Kingsley is right in asserting that "a tremendous amount has been written about this film all over the country." Much of what has been written, it might be explained, is bad. More of the same may be expected.

Four Correspondents Quoted

The clippings which Mr. Kingsley enclosed are not impressive for various reasons. One writer simply said he did not want anyone to tell him what he should see or read. Another said, yes, the picture is suggestive but he did not think it was "immoral." The third referred to an attempt by the attorney of the State of Delaware to halt the showing of the film, the over-ruling of his action by a court decision and the attorney-general's argument that only a repeal of the state's anti-obscenity laws would have permitted him to ignore the showing of this film. The fourth writer, rather cryptically said, "This is a motion pieture for adults who qualify by virtue of something more than mere age."

Mr. Kingsley observes that "there are always two sides to a story." If he is thinking of the situation in Delaware he is quite right—the attorney-general sought to halt the showing of ". . . and God Created Woman" on grounds of obscenity while a court order, apparently guided by a lack of clarity in the statute, allowed the showing.

Predominance of Youth Cited

Where faets are involved there are never two sides to any story. There are not two sides to the facts of obscenity, indecency and pruriency in Mr. Kingsley's film. There are indeed many sides and many shadings of opinion as to whether such a film is fit subject matter for public exhibition in the mass entertainment medium. There are also differing opinions as to whether such a film of obscene, indecent and prurient character should be allowed under the law to be shown publicly for commercial purposes. Many persons mindful of the responsibilities of the screen and mindful also that 54 per cent of admission tickets are purchased by youth think such a film should not be shown.

Now as to the facts of Mr. Kingsley's film:

The theme of the picture, from start to finish, is earnality and lust. In treatment throughout it dwells upon salacious and suggestive incident, bringing to its purposes the feminine lead in a succession of lustful aetions. Indecent exposure is the standard of costuming.

Its suggestiveness and pruriency in audience effect is as inescapable as the presence of the theatre screen. Mr. Kingsley would indeed be an unobservant witness if he attended an afternoon showing with the theatre crowded with teen-agers and did not realize this to be true. Further details would not make wholesome reading.

Zeal Called Essential

This writer's opinions about the picture seem to be regarded by Mr. Kingsley as "fanatical exaggerations." Ordinarily this implication would hardly be considered desirable. But in this case to be accused of even an intemperate zeal against such a perversion of the great medium of motion pictures is a compliment.

One question, Mr. Kingsley, please: How does it come if you really believe that your picture is not obseene, indecent, immoral or prurient that you have not submitted it for Production Code approval, knowing, as you do, that Code approval would substantially broaden your market?

MARTIN QUIGLEY

Paramount Moving

(*Continued from page* 1)

which was the Paramount exchange address for many years.

The new office is entirely separate from the operations of the Paramount home office in the building, even to the extent that the exchange's telephone number will be different from that of the home office. All branch general office business, such as booking and accounting, as well as booker-buyer negotiations, will take plaee in the new quarters.

Greater Effieiney Seen

This eoming weekend, Paramount will turn over the inspection and shipping of its film to Loew's, Ine., as its representatives for that purpose. The shipping and inspection functions only will be handled cooperatively for M-G-M and Paramount at the former's offiees at 630 Ninth Avenue. Both companies reportedly believe that the eonsolidation of their two service departments will "make for a more efficient and eeonomieal operation."

'County' Gross Big

"Raintree County" has grossed over $3,500,000 in 186 situations it has played to date, M-G-M has announeed. Continuous-run engagements in 179 eities have totaled $2,850,000 so far, and many of the runs are still showing strength, it was said. Of the original road shows whieh opened last year, three are still running, with Chieago in its 19th week and St. Louis in its 10th.

Expect 2 New Theatres In Albany Area Soon

Special to THE DAILY

ALBANY, Mar. 5.—Film circles here have received reports that there will soon be two new theatres in the Albany exchange area. Negotiations are currently underway to re-open the American Theatre in Troy, and to construct a new drive-in on the Lake George-Glens Falls Road.

The American has been closed for five years, and has just been recently turned back to its owner by Stanley Warner on the expiration of its lease. The owner is now looking for a new lessee.

John W. Gardner, long a drive-in operator in New York state, recently purchased land on the Lake George-Glens Falls Road to construct a new outdoor theatre. Gardner, partner with A. O. La Flamme, in the 325-ear Unadilla Drive-in near Sidney, sold the Turnpike Drive-in, at Westmere, to Neil Hellman last October. He built and operated the latter for five seasons, with the help of his wife and two sons.

Shelton to Speak Mar. 14

WASHINGTON, Mar. 5. — Turner B. Shelton, head of the U.S. Information Ageney's motion pieture division, will discuss motion picture aspects of the recent U.S.-Soviet cultural exehange agreement at a meeting of the Motion Picture and Television Counеil of the District of Columbia, to be held here on Mareh 14.

Ticket Selling Forum For TOA Drive-In Meet

Delegates to the Theatre Owners of America's drive-in convention in San Francisco on March 26 and 27 will need "one proven exploitation idea" as their ticket of admission to the ticket selling forum, convention co-chairmen Roy Cooper and Abe Blumenfeld announced yesterday.

Delegates will be primed for the session, the eo-chairmen said, by receiving a speeial edition of TOA's "Business Builder," whieh will eontain many promotional ideas for reopening of drive-ins, for celebrating holidays, and for year-round ticket selling. It is hoped that a "talk-a-table" session at the eonclusion of the forum will produee 250 or more other ideas which drive-in operators have used suecessfully in their theatres.

The convention will follow immediately after TOA's mid-winter board of directors and executive committee meeting, to be held Monday and Tuesday, Mareh 24 and 25, at the Mark Hopkins Hotel. Ernest G. Stellings, TOA president, will report to the convention on TOA action at the opening luncheon Wednesday.

Apollo Anniversary

The 20th anniversary of Brandt's Apollo Theatre will be marked with a luncheon at the Hotel Waldorf-Astoria on March 13, with the management of the theatre as host and industry representatives as guests.

THE EYES OF THE NATIO

"THE BRIDGE O

NOMINATED FO

Now in its third tremendous month in New York, Los Angeles, Boston and Miami Beach... Set for long runs in theatres that comprise the "Who's Who" of the nation's showcases!

BEST MOTION PICTURE
BEST ACTOR
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BEST SUPPORTING ACTOR
BEST SCREENPLAY (Based on material from another medium)
BEST CINEMATOGRAPHY
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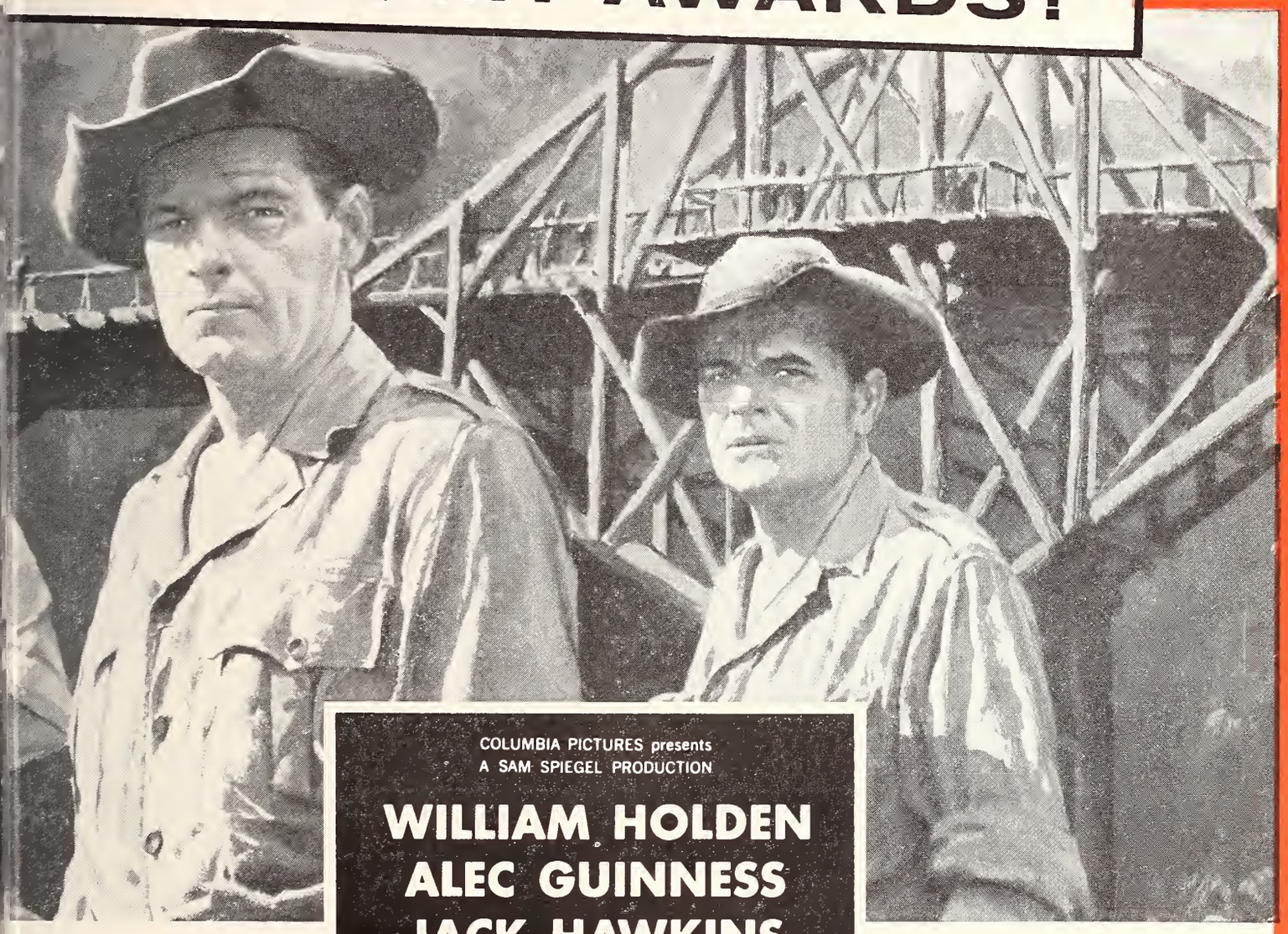


LOEW, Akron
PALACE, Albany
COLONIAL, Allentown
PARAMOUNT, Amarillo
STATE, Ann Arbor
STATE, Austin
HIPPODROME, Baltimore
BIJOU, Battle Creek
WASHINGTON, Bay City
CENTURY, Buffalo
ORPHEUM, Champaign
STATE LAKE, Chicago
ALLEN, Cleveland
OHIO, Columbus
KEITH, Cincinnati
MIRACLE, Coral Gables
PALACE, Dallas
KEITH, Dayton
CENTER, Denver
MADISON, Detroit
PLAZA, El Paso
CAPITOL, Flint
GATEWAY, Ft. Lauderdale
MALCO, Ft. Smith
WORTH, Ft. Worth
STATE, Galveston
MAJESTIC, Grand Rapids
STATE, Harrisburg
MALCO, Hot Springs
METROPOLITAN, Houston
LOEW, Indianapolis
MICHIGAN, Jackson
FLORIDA, Jacksonville
STATE, Kalamazoo
MIDLAND, Kansas City
MICHIGAN, Lansing
VARSITY, Lincoln
CAPITOL, Little Rock
STATE, Louisville
MAJESTIC, Madison
WARNER, Memphis
MIAMI, Miami
WARNER, Milwaukee
RADIO CITY, Minneapolis
REGENT, Muskegon
VENDOME, Nashville
MALCO, Owensboro
POLI, New Haven
ORPHEUM, New Orleans
STATE, Oklahoma City
PALM, Palm Beach
RANDOLPH, Philadelphia

Keep your eye on "KWA

ARE FOCUSED ON
"THE RIVER KWAI"

3 ACADEMY AWARDS!



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TECHNICOLOR® • CINEMASCOPE

with SESSUE HAYAKAWA • JAMES DONALD • ANN SEARS
and introducing GEOFFREY HORNE
Directed by DAVID LEAN
Screenplay by PIERRE BOULLE Based on His Novel

ARAMOUNT, Phoenix
RPHEUM, Portland, Ore.
ATE, Providence
MBASSY, Reading
OCHESTER, Rochester, N. Y.
MPLE, Saginaw
QUIRE, St. Louis
RAMOUNT, St. Paul
ORIDA, St. Petersburg
TOWN, Salt Lake City
AJESTIC, San Antonio
RECKELS, San Diego
FRANCIS, San Francisco

PROCTOR, Schenectady
PARAMOUNT, Seattle
SENATE, Springfield, Ill.
STATE, Syracuse
TAMPA, Tampa
PROCTOR, Troy
PARAMOUNT, Tucson
DELMAN, Tulsa
TYLER, Tyler
BROADWAY, Vancouver
WACO, Waco
TRANS-LUX, Washington
WICHITA, Wichita Falls

.from COLUMBIA!

L. A. Council

(*Continued from page 1*)

to withdrawal of the Skiatron and Telemeter franchises, and to forego placing the pay-television ordinances on the ballot.

The actual issue called for in the referendum action was whether the voters approved or disapproved the council's action in authorizing Skiatron and Telemeter franchises.

Ready in 'Two or Three Days'

The city attorney is expected to have an enabling ordinance ready for submission to the council in "two or three days." It will require 12 votes for adoption on the first reading. If it fails to receive that many, it will be given a second reading one week later, at which time only eight votes will be required. With today's vote running 10 to 5, passage at that time appears assured.

In the course of today's council discussion, Councilman John Holland, outstanding pay-television antagonist, read aloud a statement charging that the Los Angeles Dodgers would have made $250,000 on each of 77 games telecast on pay-television, and the San Francisco Giants would collect $125,000 per game if pay-television is okayed in that city.

'Satisfied,' Says Tuchler

Following today's action, Julius Tuchler, chairman of the Citizens Committee Against Pay-Television, told MOTION PICTURE DAILY he is completely satisfied with the outcome, and confident that assurances given by the council, by withdrawing franchise holders, against recurrence of similar franchise applications and awardings, are valid.

Preparing Initiative Measure

Nevertheless, Tuchler said, his organization is proceeding at once with the preparation of an initiative measure seeking legislation to put closed-circuit pay-television, of any and all kinds, under a state-wide ban. Tuchler said this will require about 322,000 signatures, which can be obtained in time to place measure on the November ballot.

Nat. Conference on Pay-TV In Hollywood June 20-22

From THE DAILY Bureau

HOLLYWOOD, March 5. — The National Conference on Pay-Television, bringing together leaders in all phases of the subject at the Ambassador Hotel, has been set for June 20-22, with panel discussions, general meetings and an organized lecture program designed to cover franchise operation, community-antenna systems, manufacturers and installation companies, on the agenda.

The meeting is being initiated by "Pay-TV Newsletter and Digest."

Mail Academy Ballots

HOLLYWOOD, March 5. — The Academy tomorrow will mail final ballots to all members for voting in 12 principal categories, returnable to auditors by March 20.

NOTICE TO

MOTION PICTURE INDUSTRY

We wish to correct any possible misinterpretation about a recent 24-sheet showing in Greater Cincinnati which we ran headed—" '52 to '57 Features."

Factually, none of the Warner Brothers and 20th Century-Fox features were released after 1949.

WKRC-TV
Cincinnati

One Man's TView

By Pinky Herman

THE 1958 "Emmy" Awards will be NBCast from Los Ange New York, Tuesday, April 15, 10:00-11:30 P.M. and will of 25 regular categories plus a possible three additional "if m possibilities. . . . Comes Saturday, John B. Gambling, the news and WORacle, will celebrate his 33rd anniversary. His son, John A. Ga is now a regular feature over the same station and here's hopi John B. will still be in action when and if a John C. Gambling his radio career. . . . Michael Hale, young baritone whose t trilling at the Russell Patterson Night at the Lambs captured the tion of CBSolon Bob Weitman, has been pacted by MGM Recor will also be CBSeen on the "Ed Sullivan Show" late this mont was discovered by Mickey Alpert. . . . With the release this w "Galaxy 20," by ABC Film Syndication, TViewers will be ente by some of the finest feature films ever produced, including two t "Lavender Hill Mob" and "The Promoter," starring Alec Guinnes Red Shoes," "In Which We Serve," G. B. Shaw's "Caesar & Cle and James Mason's "Odd Man Out." . . . Mitch Leisen, executi sultant for the "Shirley Temple Storybook" teleseries, has been by the Henry Jaffe firm to direct his initial telefilm, "Sleeping B which rolls at the Columbia lot March 17. . . . Hugh Branigan, f unit manager of "Twenty-One" and the "Ernie Kovacs Show," ha named producer of the Barry & Enright quizzer, "Tic Tac Doug For a week CBStarting next Monday, "The Big Payoff," co-starri Myerson and Bob Paige, will originate at the Florida State Homestead, Fla. . . .

☆ ☆ ☆

Ethel Merman will head a special "NBChevy Show," Sunday, 30 and the colorcast will feature as guest Jack Paar. Program wi inate live from Gotham with Dinah Shore resuming this weekly treat Sunday, April 6. . . . The Sy Fischer-Frank Cooper p "Dotto," which bowed into the TV CBScene Jan. 6 with an a mail draw of 274,660 postcards, last week received almost 3 cards from listeners. . . . The Fred Astaire Dance Studios will Irving Berlin's 50th anniversary as a songwriter by featuring rest of 1958, the many song-dance clicks that Astaire featured screen musicals. . . . Scripter Lou Meltzer in town from Hollyw write the screen story for Columbia Pix' forthcoming "Gene Krupa . . . Maurice Gosfield's "Doberman" role in Phil CBSilvers' "Sgt. series, has been nominated for an "Emmy," in "best supportin category. . . . Larry Dorn, former ace producer-director at Mu Gotham, has trekked westward to become assistant to the Prexy Walter E. Kline & Ass'ts. organization. . . .

Toll-TV Resolution to Sen

(*Continued from page 1*)

not process toll-TV applications until 30 days after Congress adjourns. The Senate Commerce Committee hopes to hold hearings in late April or May on bills to ban toll-TV.

Hopes for Complete Ban

An aide to Sen. Thurmond (D., S. C.), author of both the resolution and a bill to ban toll-TV, said he would fight to get Senate action this year on one or the other. The Senator, he said, would prefer action on the bill banning toll-TV completely, but if he cannot get that, would then press for Senate action on the resolution, which would have the effect of asking FCC to postpone trials again.

"Certainly we would not want to let the tests go ahead," he asserted.

House Commerce Committee Chairman Harris (D., Ark.) th asserted that he, too, would FCC for another postponement tests if his committee does n a chance to act on toll-TV bef journment. "I believe the spec and should be free to the publ as the air we breathe, and sho be used for public utility pur he said. "This involves a basic which I believe Congress sho cide."

No Reports Filed

No reports were filed in th ate with the resolution, an ind that neither the backers nor opp expect any early action. Pres they would file reports if and indications are the resolution acted on.

All the News That News

MOTION PICTURE DAILY

Concise and to the Point

3, NO. 46 NEW YORK, U.S.A., FRIDAY, MARCH 7, 1958 TEN CENTS

ıcial Data Asked

›pert Sued WGA Over ms-to-TV

rs Seeking Pay for 948 Product Sold

rom THE DAILY Bureau

LYWOOD, March 6—Counsel Writers Guild of America, ›day filed Federal Court suit ›h of contract against Lippert Inc., seeking a list of the r's post-1948 features released sion, together with the names rs, amounts paid each, and received by the company e television purchasers.

›rmal charge is violation of the reement contract signed June 2. The guild seeks to obtain in the television revenues de- selling to television the pic- y wrote.

Matthews Named Vice-Presidents

Special to THE DAILY

NTON, Pa., Mar. 6.—Byron and R. Willard Matthews, e been with Comerford Thea- 30 and 25 years, respectively, en elected vice-presidents of ealty Co., parent company of rd, it was announced here by F. Friday, president.

dition the board incumbents (Continued on page 4)

›rama' Process Be Used by AIP

rom THE DAILY Bureau

LYWOOD, March 6.—A new n process, to be known as a, was announced today by H. Nicholson, president, and Z. Arkoff, vice-president, of (Continued on page 4)

›levision oday Page 5

Lester Martin Denies Reports Of Columbia Proxy Contest

Reports current in the financial district which attribute recent activity in Columbia Pictures stock trading to heavy buying by Lester Martin and associates were denied here by Martin yesterday.

The textile manufacturer, who holds about 100,000 shares, or nine per cent of Columbia's outstanding stock, said he does not belive the current market activity has much significance beyond investors' realization that "the stock is under-priced and, in view of forthcoming product and planned economies, is a good buy."

Some reports had suggested a proxy contest might be in the offing.

"I haven't bought any Columbia (Continued on page 3)

Geo. Dembow To Leave NSS

George Dembow has resigned as president of National Screen Service, effective on April 1, it was announced here yesterday. He will terminate his activities there "for the purpose of modifying his business time to enable a greater devotion to his personal affairs and to plan new ventures," the announcement stated.

Dembow has been associated with National Screen for 25 years, and was named president in 1955. He joined the company in 1933 and in 1940 was (Continued on page 4)

Warner Sales Heads, Branch Offices Realigned

A realignment of executives and branch offices in the Warner Bros. sales department, effective immediately, was announced yesterday by Charles Boasberg, general sales manager.

Grover Livingston has been named Central division sales manager, with supervision over Cincinnati, Cleveland, Detroit, Indianapolis and Pittsburgh. He will headquarter in the home office. Livingston formerly was (Continued on page 2)

Compo Ad Reprints Story in 'Herald'

A recent story from the "Managers' Round Table" section of *Motion Picture Herald* is re-printed in its entirety in the latest COMPO ad in Editor & Publisher, on the news-stands tomorrow.

The subject of the advertisement is the attention showered on a Dallas housewife by an Interstate Circuit (Continued on page 4)

Rabinovitz to MGM-TV As General Manager

Jason Rabinovitz, assistant treasurer of Loew's, Inc., has been appointed to the newly-created post of general manager of MGM-TV, it was announced yesterday by Charles C. Barry, Loew's vice-president in charge (Continued on page 5)

U. K. Exhibitors Say Tax Relief Could Put Industry on Up Trend

By WILLIAM PAY

LONDON, Mar. 6—Tax relief may be the answer to many exhibitor problems here, according to the Cinematograph Exhibitors' Association's annual report for 1957.

During the years 1956 and 1957 a total of 417 cinemas were closed in Great Britain. Little further proof is needed to show that the position of exhibitors is now desperate, says the report, pointing out, however, that if the trade can now receive the tax relief to which it feels it is entitled, the present position can still be reversed and the trade can move forward again on a sound economic basis.

At the end of 1957 the membership of the CEA stood at 3,893, compared with 4,122 at the end of the previous year. The 1957 figure represents 93.7 per cent of all cinemas operating in Great Britain, according to Board of (Continued on page 3)

UTOO Told

Telemovies Subscribers Jump to 600

Griffing Credits Rise to Changes in Operation

Special to THE DAILY

OKLAHOMA CITY, Okla., Mar. 6.—The number of subscribers to telemovies at Bartlesville, Okla., has almost doubled since the announcement of major changes in its operation, Henry S. Griffing, president of Video Independent Theatres, said here today in an address before the convention of the United Theatre Owners of Oklahoma.

From a drop to 300 customers, telemovies now has approximately 600, Griffing said.

The future of the project is still to be determined, however, the circuit head declared. "When we started this program," he pointed out, "we predicted it would take at least a year to find out whether telemovies are economically feasible. After our first five (Continued on page 5)

Republic 13-Week Profit Up Sharply to $911,725

Republic Pictures and its subsidiaries had net profit after taxes of $911,725 for the 13 weeks ending Jan. 25, 1958, the company reported yesterday. Before taxes the net for the period was $1,971,725.

This compares with a net after taxes of $219,483 for the 13 weeks ending Jan. 26, 1957. Profit then, before taxes, was $465,083.

UTOO Names Worley; Passes 3 Resolutions

Special to THE DAILY

OKLAHOMA CITY, March 6.—Seiberg Worley, of Shamrock, Tex., today was named president of United Theatre Owners of Oklahoma at the second day of the convention which also witnessed the adoption of three resolutions.

Resolutions passed dealt with (1) clearance for theatrical pictures over (Continued on page 4)

PERSONAL MENTION

PETER W. GEIGER, head of the New York motion picture and television department of the Bank of Ameriea, will leave here at the weekend for Los Angeles and San Francisco.

•

EDMUND C. DEBERRY, manager of Paramount's Eastern division, has returned to his Boston headquarters from New York.

•

JAMES R. VELDE, United Artists general sales manager, and AL FITTER, Western division manager, will return to New York over the weekend from Denver and the Coast.

•

NATE B. SPINGOLD, of the Columbia Pictures directorate, who is ill at his home here, observed a birthday yesterday.

•

MARTIN FRIEDMAN, of AB-PT Pictures, Inc., will leave New York today for New Haven, Conn.

•

MRS. RICHARD LYONS, wife of the Regal Pictures producer, gave birth this week to a daughter, CAROLYN RUTH, at St. Joseph's Hospital, Burbank, Calif.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, will leave New York today for Chicago to confer with NAT NATHANSON, Chicago branch manager, and JIM PRITCHARD, Southern sales manager.

•

EDWARD L. REMIG, manager of exchange operations for American International Pictures, is in Kansas City from the Coast.

'Holiday' Has Bow in Miami Beach Tonight

Special to THE DAILY

MIAMI BEACH, Mar. 6.—In what is termed the largest radio saturation in the history of the Miami area, more than 1,000 radio spots are being used to promote the American premiere of Tolda Productions' "Paris Holiday," tomorrow night at the Beach Theatre here.

Bob Hope and Anita Ekberg will be hosts at the gala opening. They will also make personal appearances Saturday at follow-up premieres in the area at the Olympia in Miami and the Gables in Coral Gables.

Plead for Tax Relief in U.K.

(*Continued from page* 1)

Trade registrations. "This," the report points out, "cannot be regarded as other than satisfactory and as proof of the loyalty of the vast majority of exhibitors to the Association."

CEA refers to its rival organization the Association of Independent Cinemas, as "a body whose efforts appear in the main to be confined to carping, destructive and ill-informed criticism of the work on which the CEA and other sections are engaged for the salvation of the industry."

Turning to the industry's plan to prevent motion pictures from being shown on television, the report warns that "it needs to be recognized that even when the scheme comes into operation there will not be an immediate cessation of all films on TV. Both the BBC and commercial companies have a backlog of previously acquired films which they will no doubt play and possibly even replay, and there may be some instances of individual films getting past the scheme as a result of the television rights in the same being held by persons who are unconnected with the industry."

'Accepted' by CEA

"The general council of the CEA," the report continues, "has nevertheless accepted this position having regard to what would be the possible alternative, that is to say, an ever-increasing flow of films of all kinds and ages to TV with the ultimate possibility of cinema films forming a substantial if not major part of television programming."

Warner Sales Heads

(*Continued from page* 1)

assistant Southern division sales manager.

Ralph J. Iannuzzi, who was recently promoted to Eastern division sales manager, will make his headquarters in the home office, with supervision over the company's exchanges in Albany, Boston, Buffalo, New Haven, New York, Philadelphia and Washington, D. C.

W. O. Williamson, Jr., Southeastern division sales manager, will supervise the company's exchanges in Atlanta, Charlotte, Jacksonville, Memphis, New Orleans and St. Louis. He will make his headquarters in the home office.

Ed Williamson has moved to Chicago, where he will headquarter for his recently named post of mid-West division sales manager with the following offices under his supervision: Chicago, Dallas, Des Moines, Kansas City, Minneapolis and Oklahoma City.

Roy Haines continues as Western division sales manager, with supervision over Denver, Los Angeles, Salt Lake City, San Francisco and Seattle, with headquarters in Los Angeles, and Haskell Masters continues as Canadian division sales manager, with supervision over Calgary, Montreal, St. John, Toronto, Vancouver and Winnipeg, with headquarters in Toronto.

'Song' Campaign Set

Twentieth Century-Fox is currently conducting a large national magazine and Catholic publication advertising campaign on "The Song of Bernadette," re-release scheduled for this month. Ads will be running this month and next in "Life," "Look," "Seventeen," "Good Housekeeping" and "Ebony," in addition to nine religious publications.

Trial of Embassy Suit Will Be Without Jury

Special to THE DAILY

SAN FRANCISCO, March 6.— On a surprise pre-trial motion today by attorneys for Dan McLean and Lee Dibble, owners of the Embassy Theatre, U. S. Judge Edward P. Murphy ruled that the eight-million-dollar Embassy monopoly suit against National Theatres, Fox West Coast Theatres, and the major Hollywood studios, will be heard without a jury. Trial of the suit, filed by McLean and Dibble in 1950, will start on Monday.

Waiving of a jury by the plaintiffs assures a speedier conclusion of what is expected to be a courtroom battle of at least four months. Judge Murphy recently heard completion of testimony in another film monopoly trial that lasted for seven months, during which Samuel Goldwyn sought almost two million dollars damages from National and several of the other Embassy defendants.

The decision in the Goldwyn case is expected to be handed down as soon as both sides have argued motions to dismiss, probably around April 1.

Book Fight in Baltimore

BALTIMORE, Mar. 6. — Both the Century and Stanley Theatres here, with a combined seating capacity of slightly over 5,000, plan to show the Robinson-Basilio fight on their theatre TV screens. Seats, already on sale, are $4 each with none reserved. Patrons purchase the tickets on a first-come, first seated basis.

'Pet' Here March 19

Paramount's "Teacher's Pet" will open at the Capitol Theatre here on Wednesday, March 19.

Carl Coper Presidei Of Charities Commi

From THE DAILY Bureau

HOLLYWOOD, Mar. 6. Cooper, vice-president of the today was elected president Permanent Charities Committe ceeding Valentine Davies.

The organization also elect Roach, Jr., vice-president, Sid Solow secretary, and Georg treasurer. Cooper has been a ber of the PCC board since its tion in 1942.

To the meeting which elec fieers, James Stewart, ea chairman for this year's dri nounced the campaign so f raised $1,190,717 from 23,152 bers of the industry.

RCA Pleads Innoce To Anti-Trust Char

The Radio Corporation of A pleaded innocent this week Federal Judge Edward Weinfe criminal indictment charging tions of the Sherman Anti-Tr No trial date has been set.

The four-count indictment c that RCA had conspired to the manufacturer, sale and d tion of radio and television casting equipment and other ele equipment. RCA counsel John nett said that he would file within 30 days.

'Kwai' Big in Denv

Denver, Mar. 6—Columbia's Bridge on the River Kwai" re the highest non-holiday weekda in the history of the Centre here when it opened on Wed the theatre management repor took in $3284 in four showing than $1200 over the previou scored by another film wit showings.

'Merry' Sets Record

SINGAPORE, Mar. 3 (B Mail).—M-G-M's "Merry A has broken all box office rec the Cathay Cinema here in its premiere engagement. In th week it took in $51,333 ($16, U.S. dollars), the best for the tre in the last 20 years.

NEW YORK THEAT

RADIO CITY MUSIC HA
Rockefeller Center • CI 6-4600
"THE BROTHERS KARAMAZO
starring YUL BRYNNER
MARIA SCHELL • CLAIRE BLO
An M-G-M Release • In METROCOL
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 12 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisin published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

artin Denies

(Continued from page 1)

since last November when I d the studio and received such ptimistic report on the company's ok from Harry Cohn that I went and bought an additional one and shares. As I recall, the went down to 11½ after that," n said.

the past week the stock ad-d about two points, with nearly 0 shares having being traded. It d on the New York Stock Ex-ge yesterday at 16, unchanged the day before.

artin said, "I intend to keep my mbia stock. I think the company nake a lot of money. It has some pictures on hand and coming t is doing a fine job with Screen s. Studio overhead is high but ieve management will be success-in bringing it within bounds. ge on the River Kwai' certainly help improve the earnings rapid-he stock has been depressed and ieve now it is undergoing a de-d recovery."

ie Columbia board of directors meet in Hollywood today, with ctations that A. Schneider, first president and treasurer, will be ed president, succeeding Harry n. Action on appointment of a new o head is not expected immediate-

Interest in Cohn Will

eanwhile, interest centers on pro-ns made for the voting of the y Cohn stock, details concerning h are expected to be disclosed n the late company president's is opened and read within the few days.

ccording to some reports, the w, Mrs. Joan Cohn, Herbert T. rberg, Cohn's lawyer, and George ey, his friend, and son of the late s K. Sidney, are expected to be ed executors of Cohn's estate. mbia stock owned by the estate pproximately 22 per cent of the outstanding. Survivors of Jack n hold approximately 14 per cent. ieider holds options to acquire 00 shares at $18.75 per share.

dwest Concessionaire eting Set May 5

Special to THE DAILY

HICAGO, Mar. 6. — The annual western regional conference of the onal Association of Concession-will take place Monday, May 5 ie Sherman Hotel here. The event be a one-day merchandising c stressing the ideas for conven-al and drive-in theatre concession ations.

he date of the meeting was chos-o coincide with the opening of the onal Restaurant Show, thus allow-NAC members to attend their concessions program and also the latest in food and beverage ice equipment at the restaurant v, which is being held at Navy May 5-9.

REVIEW:

Paris Holiday

Tolda—UA

THE HAPPY ART of slapstick comedy, often neglected in these more sophisticated days, comes to full fruition in this zany creation. Made in France with French technicians, and combining the varied talents of Bob Hope, Fernandel and Anita Ekberg, it demonstrates again, if it needed demonstrating, that slapstick is an international language—good for belly laughs anywhere.

"Paris Holiday" was produced by Mr. Robert Hope from an original story by Robert Hope and stars Bob Hope, a series of credits which establishes the climate of the picture at the start. It features in addition France's favorite comedian, Fernandel, the obvious attractions of Miss Ekberg, the decorative Martha Hyer, and some gorgeous photography in Technicolor and the Technirama process of Paris and the French countryside.

The story line gets less credit for originality than for being aimed at the maximum number of laughs. Hope and Fernandel, friendly rivals, are fellow passengers on the Ile de France en route to Paris where Hope expects to buy a play from French playwright Serge Vitry. The play, it develops, instead of being a comedy is an expose of a gang of international counterfeiters whose leaders are in high positions in France. Hope becomes their unwitting and unwilling target and ultimately a very reluctant hero when he and Miss Hyer are instrumental in rounding them up.

In between there are hairbreadth escapes from death by falling elevator, runaway car, gunshot in a wild chase through a deserted amusement park, in an insane asylum with Hope locked in and Fernandel trying to break in, and finally dangling from a helicopter with Fernandel at the controls, instruction book in hand.

The laughs are well paced, mounting in intensity and frequency as the picture proceeds. The comedy is balanced also between the offhand wisecracks of Hope and the broader slapstick of Fernandel. The two come off about even with the potential audience by far the winner in laughs and enjoyment.

The production is sumptuously mounted and processed. Direction was by Gerd Oswald. With the cast names for marquee lure and the zany comedy for ad copy it carries built-in box office insurance.

Running time, 100 minutes. General classification. Release, in April.

JAMES D. IVERS

U-I Closing Portland Exchange Down Today

Special to THE DAILY

PORTLAND, Ore., Mar. 6.—Effective tomorrow, the local Universal-International branch office will be officially closed, bringing to six the number of Portland exchanges that have been shuttered to date.

The other companies that have closed here are Allied Artists, United Artists, Columbia, Warner Bros., and RKO Radio. U-I's sales force has moved over to Seattle, leaving but a manager and one salesman to cover the Oregon territory.

Three Exchanges Remain

M-G-M, 20th Century-Fox and Paramount are the only exchanges left on Portland film row.

Reopens Theatre

ALBANY, N. Y., Mar. 6. — The Colony Theatre in Schenectady has been reopened by Nicholas Fallotta, of Troy, a former projectionist. He leased the subsequent-run theatre outside the downtown business area. It was closed last fall by Fred Meier, who had been lessee for two years.

Foreign Festival Set for Remodeled Pa. House

Special to THE DAILY

BRISTOL, Pa., Mar. 6.— Following extensive remodelling and redecorating, the Grand Theatre here has been re-opened as a showcase for foreign films and legitimate theatre attractions. In conjunction with the opening film, the Italian-made "Gold of Naples," free pizza was distributed to the first 500 patrons. An international film festival will be held later this month.

Renovation Extensive

Included in the former vaudeville houses's remodelling program are an improved front, moving the boxoffice to the inside lobby; a new color scheme of gold, black and wedgewood blue; and new curtains, rugs, fixtures and seats. CinemaScope has also been installed.

The Grand will be air-conditioned for the summer.

'Run' to Victoria Here

Hecht-Hill-Lancaster's "Run Silent, Run Deep," a United Artists release, will open at the Victoria Theatre here on March 27.

Mexico to Have First International Film Fair

Special to THE DAILY

MEXICO CITY, Mar. 6 — Mexico is to have her first international film fair, a government-sponsored event, scheduled to be a feature of the Independence celebration of Sept. 16, Congressman Jorge Ferretis, chairman of the National Cinamatographic Board, has announced. Rene Clair will be the presiding judge of the festival.

The 18,500-seat government-administered National Auditorium here, is the tentative site of the fair. The government will accord all participants in the event the fullest facilities, Ferretis said.

U. K. Trade Unions Fight Sales to TV

From THE DAILY Bureau

LONDON, Mar. 6.—A fight by the film trade unions, "with every resource," against any proposal to show films on television in direct competition with the cinemas will be proposed at the annual conference of the Association of Cinematograph, Television and Allied Technicians in London this coming weekend with the support of their general council assured.

Considered by Broadcasters

The subject has already been considered by the Radio and Television Safeguards Committee, representing trade unions and professional organizations. This committee stated that while they welcomed the exhibition of classic films on TV from time to time, the recent bulk arrangements were against the public interest and damaging to those who would normally seek employment in the television field.

The unions are particularly alarmed because some of the newly acquired material is to be shown on TV at times, including Saturday evenings, which are normally peak cinema-going times, and will therefore, they think, place a further severe burden on the struggling British film industry.

New Maryland Drive-In Will Open May 1

Special to THE DAILY

BALTIMORE, Mar. 6. — Jack Fruchtman, head of the Fruchtman Theatres here, has announced his newest project, the Waldorf 301 Drive-In, located at Waldorf, Md., is due to open May 1. It will have space for 750 cars with provisions to increase the area to include another 125 cars. There will be a patio with 100 chairs to accommodate prospective patrons from two nearby motels now in operation.

Natt M. Hodgdon, general manager for Fruchtman, is expected to supervise the Waldorf 301.

National Pre-Selling

LAUREN BACALL is on the attractive cover of "Redbook's" March issue. Joe Hymans, Hollywood author, interviewed Lauren in her coast home for the same issue. **The warm, happy life of the Bogarts is told in lively prose. Photos of the two Bogart children illustrate the article. Lauren says "Humphrey Bogart was a kind, wonderful man." Her latest film is "The Gift of Love."**

•

Michael Kidd, the director of "Merry Andrew," starring Danny Kaye, has been a top flight choreographer for 12 years. The March 3 issue of "Life" has a two-page spread showing Michael Kidd directing this new circus film. Kidd is shown demonstrating to his artists how they should hop, bounce, jump and fly through space, as circus performers do. "Merry Andrew" is the next attraction at Radio City Music Hall.

•

David Niven analyzes Raymond, the character he plays in "Bonjour Tristesse," for the readers of "Glamour's" March issue. He also describes the three ladies in Raymond's life which appear in this Columbia film. Photos of these ladies, Deborah Kerr, Jean Seberg and Mylene Demongeot, appear on a two page spread. Niven says, "You have to understand Raymond, this man has a heart like a hotel—and every room is booked."

•

Ruth Harbert in the March issue of "Good Housekeeping" says "David Selznick has made 'A Farewell To Arms,' a fieree, passionate, compelling job and it doubtless will overwhelm and stun audiences the world over. Rock Hudson and Jennifer Jones are superb in the main roles."

•

Rock Hudson is the cover man on "Look's" March 18 issue. Eleanor Harris has written a cover story for the issue. "Twilight of The Gods," Hudson's latest film, is mentioned prominently on the lead page of the article.

•

"McCall's" visited Maria Schell on the set of "The Brothers Karamazov" for the March issue. The "McCall's" interviewer said, "Maria is made of the usual little-girl things sugar and spice and so forth—but in addition, Fraulein Schell is a prize winning, critic flooring, depth-emoting kind of actress with a streak of cold hard titanium." As for the character of Grushenka, which Maria plays, she says "I get much help from reading Dostoyevski, but still it isn't enough for me. I try to be the total of everything that has happened to me in my life, the past, all the things I long and wish for: and from all that is me."

WALTER HAAS

FEATURE REVIEWS

Ambush at Cimarron Pass

Regal—20th-Fox—Regalscope

BOSTON, Mar. 6

Scott Brady, no stranger to the action western field, tops the cast of this Regalscope attraction, produced, directed and enacted in the most commendable tradition of the supporting western feature.

Working from a screenplay by Richard G. Taylor and John K. Butler (as based on a story credited to Robert A. Reeds and Robert W. Woods), producer Herbert E. Mendelson and director Jodie Copelan have undertaken a rather ambitious story vein, and, by and large, they succeed with their primary objective.

This time out, Brady, a Union Army sergeant, and detachment are forced to join with a group of ex-Confederates for survival when marauding Apaches close in. The latter, spiritedly on the warpath, seek horses and repeating rifles, and it's logically up to Sgt. Brady and aides to see that neither article crosses over to enemy hands. The marauders persist, of course, and it takes a mighty circuitous path of tautful developments to get the Brady contingent back to relatively safe confines of a nearby Army fort.

Margia Dean, who's contributed significantly enough in supporting roles, is seen as a captured Mexican girl, while Baynes Barron gives a properly sneering interpretation of a hated renegade.

Running time, 73 minutes. General classification. Release, in March.

A. M. W.

Oregon Passage

Allied Artists—CinemaScope

PITTSFIELD, Mass., Mar. 6

Producer Lindsley Parsons has assembled the components of a winning action western in "Oregon Passage," filmed in dramatically-compelling CinemaScope, with color by Deluxe. Its stars are John Ericson and Lola Albright.

Parsons and his ever-reliable associate, John H. Burrows, working from a Jack DeWitt screenplay, based on the Gordon D. Shirreffs novel, named Paul Landres to guide his principals through as intricate a story as can be labeled a western and still appeal to the general theatre audience of today.

The time is some generations back, the place an Army post somewhere on the western frontier, and the main characters a lieutenant (Ericson), a major (Edward Platt), latter's wife (Miss Albright), and Indians of various tribes and allegiance. As matters wend their way, Miss Albright attempts to rekindle a long-ago romance with Ericson and the latter sighs romantically in direction of Indian maid, Toni Gerry.

H. M. Wynant is Black Eagle, one tribal chieftain who would push the impact of white settlers back across the mountains. The how and why of stopping the Black Eagle philosophy, plus supplementary plotting, are resolved in a satisfying climax in the true Western style.

Running time, 81 minutes. General classifieation. Release, current.

A. M. W.

Linn, Matthews

(*Continued from page* 1)

were re-elected: Frank C. Walker, chairman; Friday; John E. Coyne, executive vice-president and general manager; Thomas P. Cronin, secretary; Robert P. McDonough, treasurer; and Dorothy Rafferty, assistant secretary.

Linn has served the circuit both as theatre and district manager and for a number of years had charge of operations in New York State. He was also manager of operations of the circuit for a number of years and at one time acted as film buyer. His present position will be that of vice-president in charge of film buying and booking of all product for the whole circuit.

Had Been New England Manager

Matthews has also been associated with Comerford as theatre and district manager and was head of the New England interests for several years. In the past two years he was in charge of theatre operations. His present position will be that of vice-president in charge of advertising and promotion.

Compo Ad

(*Continued from page* 1)

manager when she wrote to the Dallas Morning News that she believed in the industry's "Get More Out of Life . . . Go Out to a Movie" slogan, but was unable to carry it out because of her household duties.

Reprinted 'With Delight'

Headed "By Her Faith in a Slogan She Got More Out of Life," the COMPO ad begins as follows: "In the belief that a good human interest news story can also make good advertising copy, we reprint, with delight, the following from the *Motion Picture Herald*." The rest of the ad quotes the *Herald* story, which appeared in the Feb. 22 issue, verbatim.

'Jones' to Taplinger

The motion picture department of Robert S. Taplinger Associates will handle publicity, promotion and advertising supervision for the forthcoming Warner Bros. release, "John Paul Jones," it has been announced here.

Geo. Demb

(*Continued from page* 1

made vice-president of the c in charge of sales.

His industry career starte the original William Fox o tion in the Philadelphia bra Boxoffice Attractions, which la renamed the Fox Film Corp that he was with Goldwyn Di ing as Eastern distribution he prior to its incorporation into Goldwyn-Mayer. He was a p with First National Pictures period of three years.

'Superama'

(*Continued from page* 1

American International Picture disclosed that the new system used for the first time on "M Gun Kelly" and "The Bonnie Story," with several other fil tween now and the summer als out in the new process, which used eventually for all of th product.

Superama is described as a which gives a two-to-one aspec without requiring exhibitors to equipment not already on han method employed to derive screen dimension from a negativ tographed with standard camer and settings, is the reverse "print-down" method by whic shot originally in Todd-AO and extra-dimensional systems are re to 35mm for general exhibitio developers say it effects econon shooting, lighting, and does awa focus problems commonly met v eonverting standard-dimension i to a two-to-one ratio.

UTOO Elects

(*Continued from page* 1)

television, (2) an even flow of uct to the theatres and (3) an in in the number and availability o tures in color.

In addition to the election of ley, Charles Proctor of Muskoge named Eastern vice-president, J Jones of Shawnee Central vice- dent, Paul Stonum, Anadarko, ern vice-president, Claude Motl Oklahoma City treasurer, Benson of Ardmore secretary and Ri Thompson of Healdton chairma the board.

The board of directors will on April 14.

NAC Board to Meet

CHICAGO, Mar. 6.—The mid meeting of the board of directo the National Assoeiation of Co sionaires will be held Sunday, 4, at the Sherman Hotel here. nouneement of the meeting was by Bert Nathan, Bert Nathan E prises, Brooklyn, N. Y., NAC b chairman, and Lee Koken, RKO dustries Corp., New York City, p dent.

Television Today

lemovies

(Continued from page 1)

at Bartlesville, we haven't
ay reason to change that pre-

changes in operation, an-
three weeks ago, included a
he price from $9.50 to $4.95
; offering only one channel
instead of two; placing back-
music by Muzak on the sec-
nnel; adding a program of
matinee art films; and making
to subscribers community
service. The new lineup went
ct this week.

g today placed the blame on
rdships" telemovies has en-
d on the competition of free
television.

e month—December—Bartles-
elemovies had to cope with
e films coming into the
three TV channels from Tul-
ited.

lost 146 subscribers in that
th," he added.

s Viewers' Taste Dulled

have found that the viewers'
r motion pictures has been
by this steady diet of films—
product working against us,"
said. "Even though most of
e poor pictures compared with
product we are offering, they
e advantage of being free and
at. Too many of our potential
ers have stayed away from
so long they don't seem to
w good or how new the pic-
e, as long as they have a big
n at no cost.

minds me of the plot we have
in scores of western movies.
our industry are selling guns
nostile Indians to turn against
gon train."

ng then summed up "some of
ngs we think we know now":
price must be low enough for
ppeal.

ir contract for utility poles
e obtained.

ng as movies are available in
y on competing television, TM
ve to offer more than motion
s.

e is no substitute for an active
al sales campaign, for TM can-
l itself as an idea. The viewer
be exposed to its performance
he will subscribe.

use of the great numbers of
who go to theatres infrequent-
not at all, any picture of recent
is "new" to the big majority
movie viewers.

inovitz Named

(Continued from page 1)

vision. The appointment, effec-
mmediately, is in keeping with
for increasing television activity
M, Barry said.

inovitz joined Loew's in
nber, 1957, after being at
can Broadcasting - Paramount
res for eight years. While there
d the post of administrative vice-
ident of the ABC TV network.

N. Y. Regents Withdraw TV Station Petition

From THE DAILY Bureau

WASHINGTON, Mar. 6.—The New York State Board of Regents has withdrawn a petition that had sought to block the sale of Newark, N. J., television station WATV to National Telefilm Associates.

According to a spokesman for the Federal Communications Commission here, the request to withdraw the petition had been presented in a letter from Henry G. Fisher, a Washington attorney, who had filed it in behalf of the Board of Regents. The letter gave no reason for the withdrawal. The petition was filed with the FCC last December, with the Board of Regents asking that channel 13, over which WATV operates, be reassigned to the board for non-commercial educational television purposes.

The withdrawal of the petition apparently leaves the FCC free to render a decision on transfer of WATV to NTA. The pending sale of the station by Atlantic Television, Inc., also includes two Newark radio stations—WAAT and WAAT-FM.

Says Color TV Sales Up 50% Over Last Year

Special to THE DAILY

INDIANAPOLIS, Ind., Mar. 6. — Nationwide sales of color television sets so far this year are running about 50 per cent ahead of the same period one year ago, Martin F. Bennett, vice-president, merchandising, Radio Corporation of America, said here today. Bennett told a luncheon meeting of the Indianapolis Advertising Club that the figures for January and February were especially significant because these advances came at a time when sales of certain home appliances were declining more than 30 per cent throughout the country.

"In other words," Bennett said, "color is forging ahead. And this, mind you, is happening in a time of so-called recession."

'Depthograph' Outlined; 3 Dimensions Claimed

From THE DAILY Bureau

HOLLYWOOD, March 6.—William Free, actor-producer-publicist formerly associated with Gearhart & Otis, Inc., New York, has announced plans for the formation of a company to be known as Dimensional Pictures Corp., to bring to the television market a new technique named "Depthograph," which photographs in three dimensions, according Free.

The description states, "unlike other three-dimension processes which require polarization to fuse the double image, depthograph can always be viewed as a clearly defined picture. The new medium requires no modification of existing equipment, since the entire gimmick is in the making of the film. Depthograph spectacles are worn by viewer."

The announcement says the system is compatible, meets FCC requirements, and can be used in color as well as black and white. A closed-circuit demonstration will be held shortly.

Who's Where

Bill Goodwin, TV, radio, and motion picture personality, has joined Crest Telefeature Productions in an executive capacity. **L. B. (Doc) Merman,** head of the company, announced that Goodwin will be associated principally with the firm's television commercial branch. Merman also announced that **Leo M. Langlois** is no longer associated with Crest Telefeature Productions.

□

Anthony C. Krayer Jr. has been appointed business manager of NBC Owned Stations and NBC Spot Sales, it was announced by **Thomas S. O'Brien,** director of business affairs of NBC Owned Stations and NBC Spot Sales. Krayer came to NBC in May, 1956, as business manager of NBC Spot Sales. From 1948 to 1956 he was chief accountant of Station WPIX, New York, and previously was associated with the accounting firm of Price, Waterhouse.

□

Raymond F. Eichmann has been appointed director of sales presentations and promotion, television network sales, it was announced by **Dean Shaffner,** director, sales planning, television network sales, for the National Broadcasting Company. Eichmann comes to NBC from the American Broadcasting Network, where he had been director of sales development, advertising and research.

□

Lloyd L. Lind, vice-president and general sales manager of Interstate Television Corp. has announced the appointment of **Alan G. Roberts** as Eastern sales manager. Roberts was formerly associated with United World where he served in the capacity of assistant sales manager.

□

The appointment of **Newell T. Schwin** to the newly-created post of manager of special projects for CBS Television Network Sales was announced by **William H. Hylan,** CBS Television vice-president of sales administration. Schwin comes to his new post from Terrytoons, a division of CBS Television Film Sales, Inc., for which he has been television sales manager since February, 1956.

Order of Program For 'Oscar' Show

"Oscar"-winning songs of the past will be sung by Bob Hope, Frank Sinatra, Mae West, Tony Martin, Jane Russell, John Raitt and Mitzi Gaynor as the opening feature of the 30th annual Awards ceremony of the Academy of Motion Picture Arts and Sciences Wednesday, March 26 (NBC-TV, 10:30 P.M.-12:15 A.M., EST, and NBC Radio, 10:30 P.M.-Midnight, EST).

Sequence for 'Best' Is Set

The program sequence for "best" in each category will run as follows: supporting actor, documentary, costume design, (first nominated song), supporting actress, short subjects, sound recording, (second nominated song), special effects, art direction, film editing, (third nominated song), music scoring, cinematography, foreign language film, (fourth nominated song), writer, director (fifth nominated song), song, actor, actress and motion picture. An honorary award will follow.

Streamlining of procedure will eliminate static moments, according to Academy producer Jerry Wald. "There'll be no 'dead walks' because we have so much talent that we can't afford to waste a second."

CBS Purchases KWK-TV Station in St. Louis

The purchase of KWK-TV, Channel 4, St. Louis, by Columbia Broadcasting System, Inc., was announced here by Merle S. Jones, president of CBS Television. The purchase became effective as of the close of business last Friday when CBS Television assumed responsibility for operation of the station. On Sunday, March 16, the call letters will be changed to KMOX-TV.

Acquisition of the station involved a transaction totalling approximately $4,000,000, of which about $2,500,000 accounted for KWK-TV broadcasting assets and the remaining for building and real estate, it was said.

The only book that tells you
WHO'S WHO plus
WHAT'S WHAT in
Television
Television Almanac
$5 Postpaid
QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20

Paris Holiday

Boxoffice sends LONDON ON A SPREE!

WORLD PREMIERE... LONDON PAVILION...

SMASH!

S-M-A-S-H!

S-M-A-S-H-!



"A sleek, lush production with bags of gags and choked with jokes!"
—London Daily Mirror

BOB HOPE · FERNANDEL · ANITA EKBERG · MARTHA HYER

THRU UA

NOW WATCH

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 47 NEW YORK, U.S.A., MONDAY, MARCH 10, 1958 TEN CENTS

pper Midwest

Reactivate A; Ward Off A 'Invasion'

Calls Board Meet; Kirsch Will Attend

Special to THE DAILY

EAPOLIS, Mar. 9—A meeting oard of directors of North Allied, upper midwest exhibi- p which has been generally since last spring, has been re tomorrow as the first step vating the organization, Ted CA president, announced late k. Among those who will at- said, is Jack Kirsch, president Theatre Owners of Illinois. have been reports that The-

(Continued on page 2)

Now UA Manager ur Foreign Areas

ppointment of Alfred Katz as Artists division manager, su- the company's offices in Latin America, the Far East, Australasia and South Africa, was announced at the weekend by Arnold M. Picker, UA vice - president in charge of foreign distribution.



ed Katz

Katz, who makes his headquarters in New York, is a of UA's foreign staff, having

(Continued on page 2)

ecords Signs with endent Producers

daptation of United Artists' usive agreements with inde- motion picture producers has stituted at United Artists Rec- th the signing of Frank Slay Crewe as the first in a series

(Continued on page 4)

Cohn's Estate Goes to Kin

From THE DAILY Bureau

LOS ANGELES, March 9—The will of the late Harry Cohn filed in Santa Monica superior court for probate, provided for distribution of the estate in an undisclosed amount estimaed locally at between five and ten million dollars.

Mrs. Cohn, attorney Mendel Silberberg and producer George Sidney were named trustees, with Alfred Hart, president of the City National Bank of Beverly Hills, as alternate and financial advisor to Mrs. Cohn.

The will left half the estate to the widow, who will receive their Beverly Hills home, furniture and personal effects, with the balance of her share

(Continued on page 3)

WB Consolidates in Britain, Scotland, Wales

From THE DAILY Bureau

LONDON, Mar. 9—To prepare itself to handle "fewer and better pictures," Warner Bros. announced here at the weekend that it is closing all its branch offices in England, Scotland and Wales, and is putting each salesman in direct contact with London, effective immediately.

The territory will be divided into 23 sectors, and will be administered

(Continued on page 4)

Name Committee to Select Permanent Prod. Heads

Schneider Elected Columbia President

Montague Named Exec. V-P; Jaffe, 1st V-P; Ralph Cohn, Head of Screen Gems

From THE DAILY Bureau

HOLLYWOOD, Mar. 9.—A. Schneider was elected president and chief executive officer of Columbia Pictures Corp. at a meeting of the board of directors held here Friday. Formerly first vice president, Schneider succeeds the late Harry Cohn. Directors present at the meeting included Schneider, A. Montague, Donald S. Stralem, Leo M. Blancke, A. M. Sonnabend, Alfred Hart and Ralph M. Cohn.



A. Schneider

At the same time, the directors elected Montague to be executive vice-president, and Leo Jaffe to be first vice-president and treasurer and chief fiscal officer. Ralph Cohn was elected to the posts of vice-president of Columbia and president of Screen Gems Inc., the television subsidiary.

Montague was formerly vice-presi-

(Continued on page 3)

TOA Projects Report Set for S. F. Meet

Ernest G. Stellings president of Theatre Owners of America, will analyze the problems of production and distribution and will review the progress TOA has made on several of its industry projects in a speech at the opening luncheon of the organization's drive-in convention in San Francisco at the Mark Hopkins Hotel, on March 26. This was announced at the weekend by Abe Blumenfeld and Roy Cooper, convention co-chairmen.

Among the TOA campaigns Stellings will discuss are those involving orderly release of product; the battle against pay-television; stopping the

(Continued on page 4)

Barrow Proposal Would Make TV Nets 'Public Utility': Salant

By J. A. OTTEN

WASHINGTON, March 9—The Barrow Report's proposal for direct government regulation of television networks actually comes "dangerously close to public utility regulation of networks," according to CBS vice-president Richard S. Salant.

Salant made the argument Friday as the Federal Communications Commission wound up its first week of hearings on the recommendations of the staff study group that investigated television network practices. NBC officials start off the second week of hearings tomorrow.

Salant was the last of four CBS officials to testify, and he centered his testimony on the study group's recommendation that the Communications Act be amended to apply FCC rules and regulations directly to networks. At present, networks are regulated only indirectly through their stations and station affiliates.

CBS could have no objection, Salant said, if the study group had in mind only a procedural shift to apply to the networks directly the present rules and regulations now applied indirectly. But, he argued, an examination of the report's philosophy shows it had in mind far more—a sweeping expansion of FCC powers over networks and network practices to the point of complete government regulation of network programming

(Continued on page 4)

Foreign Critics Give Award to 'Kwai,' 'Girls'

The 18th annual awards ceremony of the Film Critics' Circle of the Foreign Language Press was broadcast over station WNYC here Friday night. Dr. Tibor Weber, president of the Circle, presented the award for the best American dramatic film to Paul N. Lazarus, Jr., of Columbia Pictures for the Sam Spiegel production, "The Bridge on the River

(Continued on page 4)

Television Today

Page 5

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Kansas City from New York.

•

LARRY KANAGA, president of General Artists Corp., left New York yesterday for London via B.O.A.C.

•

ROBERT A. WILE, 20th Century-Fox director of exhibitor relations, is in New York Hospital here, recuperating from illness.

•

FRANK KASSLER, president of Kassler Films, left New York for Europe on Saturday aboard the "Liberte."

•

GEORGE DEMBOW left here Saturday via B.O.A.C. for Montego Bay, B.W.I.

•

LEE N. STEINER, legal counsel to many foreign and domestic film producers, will arrive in Mexico City today from New York.

•

JAMES HILL and RITA HAYWORTH, his wife, arrived in New York on Saturday from the Coast. They will leave here shortly for London.

•

HERB GILLIS, Paramount branch manager, has returned to his Washington headquarters from New York.

'Goddess' Proceeds Set For Scholarship Fund

Special to THE DAILY

BOSTON, Mar. 9.—Proceeds from the April 16 premiere of Columbia's "The Goddess" at the Beacon Hill Theatre here will be donated to Governor Furcolo's Massachusetts Scholarship Foundation, it has been announced by the Sack Theatres circuit. The theatre will be closed one week in advance of the premiere for redecorating and refurbishing.

A new color scheme will be added to the inside lobby and auditorium, new carpets and new marquee will be installed, and the entire interior will be repainted and refreshened.

Cinerama in Canada

VANCOUVER, B. C., Mar. 9.—The third Cinerama theatre in Canada has opened here with "This Is Cinerama" at the Strand Theatre, operated by Famous Players Canadian Corp., Ltd. The other Cinerama theatres in Canada are in Montreal and Toronto.

NCA Will Be Reactivated

(*Continued from page* 1)

atre Owners of America was considering organizing a unit in the area since the NCA group became dormant.

Mann said that these reports of a "TOA invasion" would be high on the agenda of tomorrow's meeting. Midwest exhibitors, he added, "are just too well informed to fall for the same old guff. They know only too well the record of TOA and the interests which it serves. So much for that."

Points to 3 'Fights'

In the statement Mann summarized the contributions of the local Allied unit over the years to the solution of exhibitor problems. He mentioned specifically the successful fight to "kill off the obnoxious ASCAP fee"; the continual battle against admission tax legislation; and efforts to combat daylight saving time in the area.

"I am more convinced than ever," he declared, "that it is absolutely essential to retain a strong and active Allied unit in this territory." Other exhibitors "share my views," he added.

Mann then referred to the meeting scheduled here this Thursday at the Nicollet Hotel by the Theatre Owners' Business Building Committee, a group of exhibitors planning to organize a united promotional campaign on a local level. Sponsors of this group have said they have no plans to devote time at the meeting to organizing on a permanent basis. "There is no thought of attempting to lead Thursday's group into TOA or any other organization," one sponsor has said.

Sees Meeting Most Helpful

"I am very happy about any such meeting whose purpose is to get people back into the theatres," Mann commented. "Confined to that purpose this week's meeting can prove most helpful."

Mann, who has previously reported his intention to retire from the NCA presidency this year, said in the statement on the board meeting that he still expects to do so.

Reject Two, Amend One Mass. Drive-In Bills

Special to THE DAILY

BOSTON, Mar. 9. — Three bills pertaining to drive-in theatres pending in the Massachusetts Legislature have been reported by the Mercantile Affairs Committee. Two of these were rejected and one amended.

The amended bill is in three parts: (1) that no drive-in can be built which has a screen visible from any highway. This part was ordered stricken from the bill. (2) that there must be a 40 per cent reserve parking area between the highway and the boxoffice equal to 40 per cent of the capacity of the drive-in; and (3) the location of any new drive-in must first be approved by the Commissioner of Public Safety. Prospects for final passage of this amended bill in the House seem doubtful.

Bill Would Control Refreshments

The second bill is House Bill No. 2663, which asks the legislative committee to investigate the quality and price of food and refreshment sold at drive-ins. This was rejected by the committee.

The third bill, House Bill No. 2664, would require one police officer for every five ramps in drive-ins and was rejected and given over to the next annual session.

All these bills were opposed by Frank Lydon, executive secretary of Allied Theatres of New England, an unaffiliated exhibitor group, and Carl Goldman, executive secretary of Independent Exhibitors, Inc., of New England, a unit of national Allied.

At the same time, Lydon has filed a bill with the Mercantile Affairs Committee to investigate pay-TV as it might affect free TV.

Expect Vote This Week On N.Y. Film-Ad Bill

Special to THE DAILY

ALBANY, N. Y., Mar. 9.—The Assembly is expected to vote this week on the Murphy bill, which amends the Education Law to ban a poster, banner or other advertising matter presenting or exhibiting any scene or dialogue eliminated from a film licensed by the State Education Department's motion picture division, or a banner, poster or similar advertising that "distorts or misrepresents the character or content" of any film licensed by the division.

The measure, drafted by the Joint Committee to Study Offensive and Obscene Material (including still and motion pictures), was reported favorably by the Assembly judiciary committee, Wednesday. It advanced to third reading Thursday.

Former Assemblyman James A. Fitzpatrick, counsel to the joint committee, indicated, in questions he asked Dr. Hugh M. Flick, ex-director of the division and present executive assistant to the State Education Commissioner, at a public hearing here last month, that such a bill was being prepared.

Flick said the prohibition on "distortion" in film advertising would help greatly.

250 Are Registered For Midwest Meetin

Special to THE DAILY

MINNEAPOLIS, Mar. 9.—Reser tions from more than 250 of the u midwest's 600-plus motion picture hibitors received up until late week indicated that the Theatre O ers' Business Building Committ showmanship seminar scheduled Thursday at the Nicollet Hotel h will draw the largest attendance any industry meeting ever held in area.

Gilbert Nathanson, tempo chairman of the committee, said the reservation cards being recei for the all-day session have come fr all sections of the territory—Min sota, the Dakotas and Wisconsin—included all but the smallest towns.

Hyman to Speak

Thursday's activities will open 10:30 A.M. with a talk by Edward Hyman, vice-president of Ameri Broadcasting - Paramount Theat who will discuss the industry's ord release program designed to kee steady flow of top motion pict product to the nation's theatres w out regard to seasons or holidays. H man's discussion of upcoming prod for the spring and early summ months will be followed by a lun eon for exhibitors at the hotel which the Coca-Cola company will host.

The meeting will reconvene imm diately after the luncheon at wh time the exhibitors will receive presentation of a complete advertis and exploitation campaign cover the spring releases announced ear by Hyman.

Drafted by Greene, Seibel

The campaign, drafted by Ha Greene, general manager of the W worth circuit, and Everett Seibel, a vertising director of Minnes Amusement Company, will include layouts, suggested exploitation stu lobby and marquee displays a newspaper publicity material p pared for the use of the area's hibitors on a local level. Exhibitors tending the meeting will be furnish with a complete kit of the mate outlined at the meeting.

Katz Named

(*Continued from page* 1)

been the company's pre-war mana in Japan and China. After the war served as manager in Singapore a in Puerto Rico, and as Caribbean a supervisor operating out of the H vana office.

In 1952 he was transferred to t home office, where he has served foreign department sales executi until his present appointment.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

l. Elections

(Continued from page 1)

n charge of distribution for pia, Jaffe was vice-president and er, and Cohn, son of the late ohn, a founder of Columbia, en vice-president of Screen and its general manager.

uble Duty for Committee

board took no action on se- permanent production and ad- ative heads but instead ap- l a special committee com- of five of its members to sub- ecommendations. This com- is also charged with activating ressive policy designed to step io production to insure a steady "top flight pictures."

this committee are Schneider, gue, Hart, Stralem, and Cohn. ahane, vice-president, and Jaffe t in ex-officio, advisory capacity committee.

l this group reports its recom- ions to the full board, Schnei- s named Kahane, who has been ng at the studio on a modified le, to assume the duties of ad- ative head on a full-time basis. is already functioning in this pacity.

Started as Office Boy

neider, who will make his head- s at the home office in New will remain at the studio here few weeks.

neider has been with Columbia nout its whole corporate his- aving begun his career as an oy with CBC Film Sales Co. 2. CBC was the predecessor or- ion to Columbia, which was in- ated in 1924. Schneider moved bookkeeping department while tinued his studies at New York sity, from which he was gradu- 1928. He became assistant er of the company, was named er in 1933, a director the next nd was elected vice-president easurer in 1943. In November 7, he was made first vice-presi-

tague came to Columbia in when the company absorbed s franchises. He served as New d division manager and a home sales executive before he was general sales manager in 1933. as elected a vice-president in nd has been a director since

Jaffe Joined in 1930

has been with Columbia 1930, when he joined the ac- ng department. He worked his p through the positions of as- manager of the auditing de- nt, travelling auditor and as- manager and manager of the ccounting department. He then assistant to Schneider, before elected assistant treasurer in He was made a vice-president 4 and was named vice-president easurer in 1957. He has been associated with Columbia's gs with independent producers. h M. Cohn worked two years in the New York legitimate theatre before becoming an assistant producer at Columbia in Hollywood. He became a producer at Columbia and, in 1941, executive producer of Darmour Studios. He went into independent production by forming Triangle Productions with Mary Pickford and Buddy Rogers.

Served in the Army

After army service in World War II, he went to New York and formed a company for making television films and commercials. In 1949, Columbia established Screen Gems as a subsidiary for the production and distribution of television programs and he was named general manager. He was elected a vice-president of Screen Gems in 1952 and a director of Columbia in 1957.

In New Posts at Columbia Pictures



A. Montague



Leo Jaffe



Ralph Cohn

Columbia Board Pays Tribute to Harry Cohn

From THE DAILY Bureau

HOLLYWOOD, Mar. 9. — The board of directors of Columbia Pictures, at its meeting here Friday, paid tribute to its late president, Harry Cohn, for his contributions toward the development of Columbia "as one of the most progressive companies in the industry."

On behalf of the board, A. Schneider, newly elected president, made the following statement: "The untimely death of Harry Cohn leaves a void in our organization difficult to fill. We will carry on with the same strength, enthusiasm and optimism he held for the future of the motion picture industry, and the continued growth of Columbia Pictures.

"It will be our single purpose to devote our energies to creating outstanding motion pictures and leading Columbia to greater heights. This will be our monument to Harry Cohn and Jack Cohn, the co-founders of our company."

'Summer' Set for L. A.

Jerry Wald's "The Long Hot Summer" will open on Friday in four Los Angeles theatres—the Los Angeles, Vogue, Beverly and Loyola — all of which are currently playing "Peyton Place." The 20th Century-Fox release will have its world premiere on Wednesday at the Paramount Theatre in Baton Rouge, La.

File Cohn Will

(Continued from page 1)

to be held in trust, from which she will receive not less than $75,000 yearly after taxes. The will bequeathed $10,000 to the deceased's sister, Anna Fraun, and the same to his niece, Judith Wolf.

Two long-time household employees received $1,000 each, and servants employed four years or longer received $500 each.

The balance of estate will be held in trust for children, John, 12, and Catherine, 8, with the trustees instructed to pay the children only as much as is needed until the age 27, at which time the remainder is to be paid them.

The will said gifts to charity are omitted because substantial gifts during the lifetime of the deceased went to the Harry Cohn Foundation, which will continue to make charitable gifts in the future.

Up to $50,000 was provided in the will for construction of a suitable tomb in Hollywood Cemetery.

SAG Negotiating Group To New York for Talks

From THE DAILY Bureau

HOLLYWOOD, March 9—The five man committee of the Screen Actors Guild left here at the weekend by plane for New York to resume negotiations with producing companies and advertising agencies for a new contract covering filmed television commercials. SAG currently has ballots in the hands of its members to obtain authorization for a strike in the filmed-commercial field if negotiations break down.

Two RCA Dividends

A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable April 28, to holders of record at the close of business March17, was announced by David Sarnoff, chairman of the board, following a regular meeting of the board of directors. At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period April 1, 1958, to June 30, 1958, payable July 1, to holders of record of such stock at the close of business June 9.

PEOPLE

Sigmund Gottlober, executive secretary of the Foreign Language Press Film Critics Circle, is supervising the translation of the Red Cross message into 22 foreign tongues. As chairman of the Red Cross foreign language division, Cottlober acts as contact with 21 dailies and 27 weeklies.

□

Mrs. Dorothy Homan, formerly with the Portland, Ore., exchange of Universal Pictures, has been named office manager for Rank Film Distributors of America in that city.

□

Jose di Donato, formerly executive film producer for Compton Advertising and other agencies, has joined Sound Masters, Inc., as manager of the television client service.

SEC Reports Keller Sells Loew's Stock

From THE DAILY Bureau

WASHINGTON, March 9—K. T. Keller, a Tomlinson supporter, wiped out his Loew's holdings by selling 200 shares of common stock in December, according to the monthly summary of stock transactions by corporation officers and directors released by the Securities and Exchange Commission.

Former U. S. Attorney General J. Howard McGrath, now a director, purchased 500 shares in January, the report disclosed.

Other transactions by film corporation executives cited in the report included:

Maurice Goldstein acquired 1000 shares of Allied Artists common, now holds 13,100 shares; Sam Wolf raised his total to 20,050 with the purchase of 3,100 shares.

Alfred Hart acquired 2,000 shares of Columbia Pictures common, now owns 5,919.

Cantor Buys NT

B. Gerald Cantor, who owns 69,000 shares of National Theatres common in his own right and 10,000 shares through a partnership, added to his holdings through holding companies by May and November purchases of 1,500 and 6,000 shares respectively, to bring his total in this category to 28,500 shares.

A purchase of 300 shares of Paramount Pictures common by Maurice Newton brought his holdings to 1,000 shares; Randolph C. Wood disposed of 8,040 shares to reduce his holdings to 31,860.

Douglas T. Yates, who owns 3,777 shares of Republic Pictures common under his own name, sold 10,000 shares held under Tonrud, Inc., which retains 196,337; Herbert J. Yates, through the purchase of 10,000 shares, now owns 67,160.

Robert S. Taplinger disposed of one-half of his Warner Brothers holdings, still owns 500 shares of common.

TOA Projects

(*Continued from page* 1)

sale of post-1948 films to TV; encouraging additional sources of pictures; assisting in launching the all-industry business building campaign; and others. He will also express his personal optimism for the future of the industry.

The address will be one of the highlights of the two-day meeting, which will also feature seminars on ticket selling, new equipment, and new trends in concessions. The convention, first of its kind held by TOA, resulted from a request of West Coast showmen at TOA's annual convention last Fall in Miami for a spring session at the Coast timed for the spring reopening of outdoor theatres. Blumenfeld and Cooper said that early reservations indicate an attendance of drive-in operators from all over the country in excess of 250 delegates.

Myron Blank Moderator

Myron N. Blank of Des Moines, chairman of TOA's board of directors, will be moderator for the new equipment forum, and George G. Kerasotes, of Springfield, Ill., senior assistant to the president and chairman of the executive committee, will head the concessions seminar.

Acceptances from panelists on all three forum sessions indicates that discussions will be conducted on a national basis rather than from a purely West Coast sectional view, Blumenfeld and Cooper said. Names of the individual panel members will be announced shortly.

The co-chairmen said that the National Association of Concessionaires, through its president, Lee Koken, and executive vice-president, Thomas J. Sullivan, is cooperating with TOA in the staging of the concessions forum.

Luncheon on Wednesday

The convention program will include the opening luncheon and a ticket selling forum on Wednesday; the equipment forum, a luncheon, and the concessions forum on Thursday. Arrangements have also been made to enable the delegates to see the Academy Award telecast on Wednesday evening, the 26th.

Foreign Critics

(*Continued from page* 1)

Kwai." Continental Distributing's "Gervaise" was selected as the best foreign film of 1957.

Sol Siegel's "Les Girls" was voted best American musical, with Si Seadler, M-G-M advertising director, accepting the award. Alec Guinness and Marlon Brando were tied for the best actor award, for their performances in "Kwai" and "Sayonara," respectively. Maria Schell was named best actress of 1957 for her performances in "Gervaise" and "The Last Birdge."

Pierre Broulle was voted best screen writer, David Lean best director, and Spiegel best producer, all for their work on "The Bridge on the River Kwai."

REVIEW:

Macabre

Allied Artists

HOLLYWOOD, Mar. 9

MOST OR ALL of the standard fixtures of fright-melodrama are present in this William Castle production of a widely known and extraordinarily written book called "The Marble Forest," and to the standard fixtures have been added some others not regularly seen on the screen heretofore. Both the standard fixtures and the additions are present here with a candor and emphasis not commonly employed and, naturally, more keenly effective for that reason. A cemetery at midnight and an undertaking parlor entered by stealth and explored by flashlight are principal settings for a story that combines the ghastly aad the terrible in a fashion more likely than not to strike the present fancy of the predominantly teenage ticket-buying public as made to box office measure.

Perhaps the most effective of the new ingredients in the picture is a specialized use of the clock as a means of communicating to the audience, in advance, the nature of the story and also the fact that Lloyds of London has insured the audience against "death by fright" in the amount of $1,000, a fact of utmost importance to exhibitors in an advertising and publicity way. Repeatedly throughout the picture the clock is brought back to screen center, showing the passing of time in a manner more productive of suspense than even the script of Robb White itself. (This device figures to be adopted by other producers before "Macabre" gets beyond first run).

William Prince, as a small town doctor whose three-year-old daughter's disappearance and supposed death is the mainspring of the narrative, Jim Backus as the local sheriff who was his rival for love of the child's dead mother, Jonathan Kidd as the town undertaker and Susan Morrow as the doctor's office nurse figure most actively in a series of surprising incidents. Those include four or more deaths by violence that culminate in a rainy midnight burial ceremony out of which comes the unexpected exposure of the person responsible for all that's happened.

The authorship of the book, attributed to Theo Durrant, a fabricated name, is divided among 12 prominent mystery-story writers. Producer Castle also directed.

Running time, 73 minutes. General classification. Release, in March.

WILLIAM R. WEAVER

Sam Taylor Is Dead; Was Veteran Writer

From THE DAILY Bureau

HOLLYWOOD, Mar. 9.—Funeral services will be held here tomorrow for Sam Taylor, 62, director, writer and publicist, who died Thursday at St. John's Hospital, Santa Monica, after a long illness. The deceased wrote and directed for Kalem, Vitagraph and other companies active in the early silent years, coming on down to present activity as a mystery-writer for films and television.

Worked With Many Stars

Harold Lloyd, Douglas Fairbanks, the Talmadges and Laurel and Hardy were among the stars with whom he associated at various times. His widow, three sons and two daughters survive.

ASCAP Hearing Mar. 13

WASHINGTON, Mar. 9.—A House small business subcommittee has announced it will start hearings March 13 on complaints that ASCAP policies hurt small business members of the society. Chairman Roosevelt (D., Calif.) said the hearings would likely last three or four days, with ASCAP officials and complaining firms testifying.

UA Records Signs

(*Continued from page* 1)

of deals with independent record producers, Max E. Youngstein, UA Records president, announced at the weekend.

UA's deal with Slay and Crewe is expected to continue over an extended period. The arrangement provides the production team with a distribution and promotion set-up, including affiliated film and TV outlets, which is being developed by the record division of United Artists.

'LP' to Be Included

The new formula, which, according to UA, "will provide record talents with a much greater participation in the fruits of their work," will be applied to all fields of "A&R" (artists and repertoire) embracing writing and performing as well as production operations. The technique will be adapted to LP production as well as single record output.

Filmack Catalog Mailed

CHICAGO, March 9.—The new 1958 Drive-in Theatre Catalog of Filmack Trailer Co. is now in the mails to all the outdoor theatres in the country. The publication, free upon request, describes scores of selling ideas and exploitation plans.

Barrow Pla

(*Continued from page* 1)

and relations with advertisers stations.

"It is not clear," he asserted, any general programming deci any business practice, any affili determination, or any other net activity would have immunity federal review and control unde power suggested."

Salant argued the philosoph the report is that only a "perme system of federal regulation can tect the public."

Warns of Federal Interventio

He said where the report doe find present-day abuses, it drean possible future abuses. "History s us," he asserted, "that when the ernment intervenes in difficult delicate areas of business judg and business supervision, it does always help either the industry o public. There are inherent da in the very nature of this conce remote and impersonal federal trol."

Noting that some people argu FCC would never use such b power, Salant said that "if this mission does not propose to us broad a power, the power shoulc be granted."

Sees No Upper Hand for Web

Actually, the FCC was told, works cannot be arrogant and l handed: advertisers go to another work, directly to stations, or media; stations disaffiliate; the vi switches to another channel or his set off completely. All these gr Salant said, are well able to pr themselves, and the networks constantly strive to satisfy them. kind of regulation which the r urges," he concluded, "is, in the cumstances, not only harmful totally superfluous."

WB Consolidates

(*Continued from page* 1)

here by three district managers. sistant general sales manager L Marshall, in addition to his duties, will control sales in Scotl W. M. "Billy" Gill will handle Midlands and the North of Engl and W. "Billy" Green will take of business coming from the w of the South of England and S Wales. They will be assisted in London office by Stanley Croy Fred Clark, and Douglas Latch, spectively.

Feels Present Plan Is Outmode

In making the announcement, V ners said the company has long that its present system of operat which "grew up when compa were handling anywhere from 48 t releases a year," has been outmo and that with fewer pictures, plus proved methods of communicat exhibitors could be more effecti served by eliminating the middle existing between them and Lon executives.

EATURE REVIEWS

ccuse

M—CinemaScope

sed on the tragic Dreyfus affiair ver 60 years ago, "I Accuse" is xtremely interesting drama that rtunately lacks mass appeal. A te and often-moving screenplay ore Vidal and a number of im- ive performances by a cast of in- tionally renowned players, how- should make the Sam Zimbalist uction more than acceptable to alized audiences.

se Ferrer, who also directed, does dmirable job as Dreyfus, a re- ed and sensitive individual e life is devoted to two things— amily and his country. Viveca fors is the attractive Madame fus, and David Farrar his un- anding brother.

e year is 1894, a time when ce is just becoming aware of its in the dangerous international ion. An army officer, Anton Wal- , is selling secret information e Germans, much to the chagrin e French, who, through weak inconclusive evidence, pin the g on Ferrer, a member of the 's general staff and considered ien because he is Jewish.

rrer is convicted as a spy, largely se of an anti-Semitic press and alse testimony of a fellow officer, sentenced to solitary confinement Devil's Island. Time passes and ncident is forgotten until Farrar ges to get his brother's name in five years later. Novelist Emile in the person of Emlyn Williams, Ferrer's cause and writes a ng editorial entitled "I Accuse" n brings about political reform, a trial for Ferrer and eventually atter's restoration to the military Walbrook finally confesses his s.

ere are good performances all id in this CinemaScope drama. ddition to those already named, there are excellent characterizations by Leo Genn, Donald Wolfit, Herbert Lom, Felix Aylmer and George Coulouris. This is a good picture, but one which exhibitors will have to push extra hard.

Running time, 99 minutes. General classification. Release, current.

WARREN G. HARRIS

Fighting Wildcats

Amalgamated—Republic

NORWICH, Conn., Mar. 6

This Amalgamated Production, combining both U. S. and European talents, headlined by Hollywood's Keefe Brasselle, has much to recommend it for top playing time. Producers Derek Winn and Kay Luckwell worked with the multi-talented Brasselle (he also directed), in filming this adventure yarn, a most topical one at that, and yet an entry containing the elements geared to demands of the action audiences.

Norman Hudis did the script, based on an original story by himself and Lance Hargreaves; and Bill Luckwell functioned as executive producer. It opens swiftly, logically, entertainingly, never slackens, rushes to an equally logical conclusion, all the while retaining those character developments and nail-biting sequences so loved and respected by action-minded theatregoers who resent any tendency to slacken down plot continuity.

In brief, this particular yarn revolves around an oil engineer and his sudden encounters with black-mailers and other treacherous lights who would re-assemble the political and business map of the strife-torn Middle East for both today and tomorrow. Both the hero (Brasselle) and heroine (Kay Callard) are killed off in a series of action-packed scenes at the fadeout.

Running time, 74 minutes. General classification. Release, current.

A. M. W.

law Special Taxes Ads in Maryland

Special to THE DAILY

NAPOLIS, Md., Mar. 9.—Gov- Theodore R. McKelden late last signed into law a bill outlawing al taxes on advertising, The ure was introduced in the cur- general assembly after Baltimore ed taxes on advertising and on receipts of all publications and -TV media which advertise.

Opposition Is State-Wide

e Baltimore ordinance raised a of protest throughout the state it went into effect last Jan. 1. nents called the tax "discrimina-

vernor McKeldin called the Bal- e tax "a grievous error" as he d the bill outlawing it.

David Adams Elected NBC Board Member

David C. Adams, executive vice-president in charge of corporate relations, has been elected to the board of directors of the National Broadcasting Company, Robert W. Sarnoff, NBC president, announced at the weekend. Adams is also a member of the NBC executive council, which formulates major company policies.

Jacobsen a Vice-President

Sarnoff also announced that B. Lowell Jacobsen, director of personnel for NBC, has been named vice-president, in charge of personnel. Jacobsen's responsibilities include the areas of labor relations, organizational planing and management development, employment training, wages and salaries, as well as the organization's personnel services.

Television Today

NTA Names Salzburg To Non-Theatre Post

Milton J. Salzburg, veteran in the non-theatrical distribution field, has joined National Telefilm Associates as a sales executive, Harold Goldman, NTA executive vice-president, announced at the weekend. In his new post, Salzburg will devote his time to the distribution of NTA feature films, cartoons and short subjects for non-theatrical exhibition in schools, camps, religious organizations and other groups.

Was With Cornell Films

Salzburg comes to NTA from Cornell Films, Inc, non-theatrical film distributors, where he was president of the company from 1950 to 1958. Prior to that he was sales manager of Post Pictures from 1946 to 1950. He organized Pictorial Films in 1935 and was president of that organization until 1946.

Cramer Para.-Sunset Studio Production Head

From THE DAILY Bureau

HOLLYWOOD, Mar. 9. — Joe Cramer has been appointed production manager of Paramount-Sunset Studios.

Cramer, who came to Paramount-Sunset from his post with NBC in charge of all its independent film production in Europe and New York, spent nine years in Warner Brothers' production department and six years with Republic in the same capacity. He became the producer and executive director of the film division of the National Foundation for Infantile Paralysis in New York before assuming his overseas duties for NBC.

Minn. Station Buys Screen Gems Package

Special to THE DAILY

MINNEAPOLIS, Mar. 9.—KMGM-TV here has purchased the Triple Crown package of 112 feature films, three half-hour series and 152 cartoons from Screen Gems, Inc., Don Swartz, station general manager, announced at the weekend.

The addition of the 112 features follows closely the purchase of 194 films several weeks ago, including 80 RKO releases, 24 films from the Warner Bros. library, and 58 pictures from National Telefilm Associates.

Horse Racing to CBS

Horse racing's famed "Triple Crown"—the Kentucky Derby, the Preakness and the Belmont Stakes—will be broadcast exclusively over the CBS Television and CBS Radio Networks this year under the sponsorship of the Gillette Safety Razor Co.

ASCAP Wins in Suit Brought by Composers

Supreme Court Justice Mario Pittoni on Friday dismissed a law suit brought against the American Society of Composers, Authors and Publishers by Carmen Lombardo and John J. Loeb, composers of the song "Seems Like Old Times." The song is the theme of Arthur Godfrey, used on both his television and radio shows.

Sought 12 Credits

The writers had sued ASCAP for retroactive accountings on performances of the theme song, claiming they should receive 12 performance credits each time the song is used instead of the one royalty credit which the society permits on theme songs.

In dismissing the suit the judge said the amount received by the writers is "more than fair" and added that the system of payment they suggested would be "devastating" to the Society.

CBS Sets Schedule For Baseball Games

Every major league baseball team will appear at least once on the 1958 schedule of CBS Television's "Saturday Baseball Game of the Week," which starts its fourth consecutive season April 5.

The schedule for the months of April and May, announced at the weekend by Columbia Broadcasting System's director of sports, William C. McPhail, includes appearances by the Milwaukee Braves, world champions; New York Yankees, champions of the American League; and the debut appearance on CBS of the Los Angeles Dodgers and the San Francisco Giants.

To Film 'Cordes' Here

"Johnny Cordes," new half-hour TV film series starring Gary Merrill in the title role, will go into production here today. The film will be produced by Martin H. Poll and distributed by Television Programs of America, Inc.

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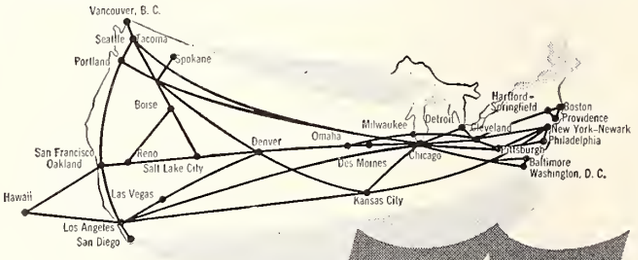
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Maximum speed	365 mph	300 mph	365 mph	331 mph	331 mph
Unlimited reservations	Yes	No	No	No	No
Airports served directly	69	14	61	11	46
All-radar fleet	Yes	No	No	No	No

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rnoff Hits estructive' port on TV

Barrow Proposals ing Network Ability

By J. A. OTTEN

SHINGTON, March 10. – The Report recommendations "seriously impair, and ultimate- ht destroy," the ability of tele- networks to perform their es- functions, Robert Sarnoff, pres- of National Broadcasting Co., day.

off described these functions as ing "a comprehensive national to the public and affiliated s" and delivering "national cir- n to advertisers." These func- re now being performed effec-

(*Continued on page 4*)

nley Heads U.S., adian 'Ten' Sales

ard G. Chumley has been ap- l U. S. and Canadian sales man- r "The Ten Commandments," eeding Lefko, signed, it nounced ay by Welt- aramount s' vice- nt in of world Chumley en assist- S. and an sales r for the B. De- roduction.



Edward Chumley

nouncing Chumley's new ap-

Continued on page 5)

elevision Today

Page 5

Johnston Defends Effects Of U. S. Pictures Abroad

Special to THE DAILY

WASHINGTON, D. C., Mar. 10—The good that the American motion picture does abroad so far overshadows any bad effects that there can be no honest comparison, Eric Johnston, president of the Motion Picture Export Association of America, said in an interview broadcast beamed to audiences overseas.



Eric Johnston

Johnston said that Hollywood can learn and profit from honest, objective and constructive criticism but that criticism "based on sweeping damnation is worthless."

In response to questions concerning criticism of American motion pictures in various overseas areas, Johnston replied:

"We welcome suggestions and

(*Continued on page 2*)

Film Producers Will Testify on BMI Bill

From THE DAILY Bureau

WASHINGTON, Mar. 10.—Major motion picture producers will testify next month against a bill which would ban any television station licensee from manufacturing or selling records, according to an official of the Motion Picture Association of America.

Hearings on the bill, which was introduced by Sen. Smathers (D., Fla.) open tomorrow before the Communi-

(*Continued on page 2*)

Decca Records' Annual Net Is $3,972,514

Although the company's record division achieved a new high level of profits in 1957, Decca Record Inc.'s total net income for the year was "moderately under" 1956 due to smaller returns from the 81.4 per cent-controlled Universal Pictures, according to president Milton R. Rackmil's annual report to stockholders. After taxes, $3,972,514 was the total net income, equal to $2.48 per share on

(*Continued on page 2*)

Name Siegel, Riddell To Board of AB-PT

Simon B. Siegel and James G. Riddell have been elected directors of American Broadcasting - Paramount Theatres, Inc., Leonard H. Goldenson, president, announced yesterday.

Siegel is financial vice-president and treasurer of AB-PT and Riddell

(*Continued on page 4*)

REVIEW:

Marjorie Morningstar

Sperling—Warner Bros.

HOLLYWOOD, March 10

WRITTEN FOR the screen by Everett Freeman in close conformity with the best-selling novel of the same name by Herman Wouk, and fitted out with a finely selected cast of capable players ably directed by Irving Rapper, Milton Sperling's production of "Marjorie Morningstar" comes to market tailored to the measure of the millions who read or heard about the heroine whose name was a household word during the selling-peak of the book. The casting of the picture, part by part, was a first concern of the country's motion picture and literary columnists for months on end, and the picture that has come of it figures to experience an unusu-

(*Continued on page 5*)

Claims Are Hit

Selectivision Stock Fraud Is Charged

Restrain Further Sales; Hearing Set Thursday

P. J. Gruber & Co., stock brokers, were yesterday charged in Supreme Court here with using "fraudulent literature" to promote the stock of Selectivision, Inc., company which early this winter announced plans to start toll television operations in New York and other parts of the country. N. Y. attorney general Louis J. Lefkowitz filed the court papers yesterday.

Justice Joseph A. Gavagan has signed a temporary restraining order

(*Continued on page 5*)

Hollywood Stressing Quality: Skouras

Special to THE DAILY

HARTFORD, Mar. 10—"Our studio and every other major lot in Hollywood are turning out the best quality attractions in their history, and global audience reaction shows conclusively that the motion picture medium as it exists today is still very much a top contender in the entertainment industry," Spyros P. Skouras, president of 20th Century-Fox, said here.



Spyros P. Skouras

During the next year theatres will

(*Continued on page 4*)

'Paris' Big in Miami; UA Sets 175 Dates

Bob Hope's "Paris Holiday" grossed a "smash" $22,132 last weekend when it had its American premiere in three Miami theatres, UA reported yesterday. On Saturday and Sunday

(*Continued on page 5*)

PERSONAL MENTION

JOSEPH MOSKOWITZ, vice-president of 20th Century-Fox, will return to New York today from Hollywood.

•

ROBERT H. O'BRIEN, vice-president of Loew's, Inc., and MAURICE SILVERSTEIN, vice-president of Loew's International and eastern production head, have left New York for London.

•

R. E. WARN, vice-president of the Westrex Corp., has left New York for the Coast.

•

JACK BYRNE, general sales manager of Loew's, Inc., will leave New York today for Atlanta, New Orleans and Dallas.

•

A. W. SCHWALBERG, vice-president of NTA Pictures; MURRAY KAPLAN, sales manager, and SAL DI GENNARO, Eastern division manager, will leave New York today for New Haven.

•

SEYMOUR MAYER, Loew's International sales executive, left here yesterday for the Near and Far East.

•

JOHN OSBORNE, British screen writer, has returned to London from New York via B.O.A.C.

•

PANDRO S. BERMAN, producer, returned to Hollywood over the weekend from Paris.

Geo. Allen, Clare Luce To Be Milestone Guests

From THE DAILY Bureau

HOLLYWOOD, March 10—George V. Allen, director of the U.S. Information Agency, and Clare Boothe Luce, ex-Ambassador to Italy, will be special guests of the Screen Producers Guild at the annual Milestone Award banquet April 13, at which the Milestone Award will be presented to Spyros P. Skouras, president of 20th Century-Fox, by Walt Disney, SPG president Samuel G. Engel has announced.

Todd Quitting Spain

HOLLYWOOD, March 10. — Mike Todd has announced he will not produce "Don Quixote" in Spain, as contemplated, and has two representatives in Europe scouting Greece, Montenegro and other areas for a location site.

Todd said his decision traces from Spain's "censorship and kibitzers."

Johnston Defends U. S. Films

(*Continued from page* 1)

criticisms to improve the motion picture. We aren't so well-nigh perfect in Hollywood that we are above criticism. And we aren't so mulishly stubborn that we can't profit by criticism.

"But, as I go around the world, I find all kinds of critics of the motion picture. Some are honest; some are certainly not.

"We can learn much from the critic who is constructive and objective . . . who recognizes that the forest consists of all the trees and not just of one tree.

But when criticism is based on sweeping damnation, as so much is, I think it is worthless.

Admits Some Are Bad

"There are pictures made in Hollywood that I wish hadn't been made. There are pictures shipped abroad that I wish hadn't been sent overseas.

"Although this is my personal feeling, I would defend the right of the producer to make what he wants . . . the writer to write what he wants . . . the editor to publish what he wants.

"When you arbitrarily suppress these individual rights, you are doing damage not only to the art of the screen and of literature but you are doing damage to the very democratic principles that underpin man's freedoms.

"I think it is better to let a few shoddy things go than to jeopardize these elemental rights.

"The motion picture, like a nation, should be judged in all its facets. When such a yardstick is applied, I think there can be no doubt that, in the motion picture, what is good so far overshadows what is bad, that there can be no honest comparison.

"Although the motion picture's appeal is universal, as no other medium's is, it inevitably reflects the culture, the mores, the elan, the spirit, of its country of origin. Cultures and mores differ, as we all know, and yet most of us fall into the error of applying our own mores and customs to a picture that comes out of a differing culture.

'Largely Unfounded'

"Therein, I think, lies the principal reason for criticism that we hear in the United States of foreign films, and of criticism that we hear abroad of some of our motion pictures: It is largely unfounded in both cases.

"I hope that the motion picture, in the years ahead, can bridge this gap of misunderstanding . . . and if it does I think it will be known to historians as the most honored medium of expression of our times."

Film Producers

(*Continued from page* 1)

cations Subcommittee of the Senate Commerce Committee. Proponents of the bill will take up the first five days of hearings. The industry companies are expected to testify some time in April, when the bill's opponents take the stand. The MPAA officials said it was also likely that the Association would testify at that time.

The ASCAP-backed bill was aimed primarily at forcing the major television networks to give up their interest in BMI. Several producing companies with both record company subsidiaries and interests in television stations would also be affected by it, however.

Aid in 'Pacific' Bow

The Police Athletic League's famed drum and bugle corps and 30-member choral group will participate in the March 19 world premiere of "South Pacific," in Todd-AO, at the Criterion Theatre here. PAL is benefitting from the charity debut.

'Porgy' to Start April 1

HOLLYWOOD, March 10. — Rehearsals for Samuel Goldwyn's "Porgy and Bess" will begin on April 1.

Decca Report

(*Continued from page* 1)

the 1,602,501 shares of Decca capital stock outstanding on Dec. 31, 1957.

Comparable net income for 1956 was $4,543,902, or $2.84 per share on the same number of shares. The record division was responsible for a net income before taxes in 1957 of $5,232,718, as compared with $4,424,056 in the preceding year. Net earnings for Universal Pictures before taxes in 1957 were $7,014,000, as compared with $8,297,000 during 1956, as reported previously in MOTION PICTURE DAILY.

Decca's annual meeting of stockholders will be held here at the company's main office on Tuesday, April 8. The election of directors will be the principal item of business.

Cleveland Meet Set

CLEVELAND, Mar. 10.—A plan to promote a back-to-the-movie-theatre campaign will be presented to all Greater Cleveland theatre owners and managers at a general meeting called for Thursday at 2 P.M. in the Ohio Theatre. The meeting was called by Louis Weitz, executive secretary of the Cleveland Motion Picture Exhibitors Association.

Big Record Drive Will Launch 'Gigi'

By WARREN G. HARRI

Promotional plans for the Jay Lerner-Frederick Loew musical, "Gigi," which fo M-G-M speak of as "a new ality" rather than a motion were detailed here yesterday press luncheon held, appro enough, in the French Room Park Sheraton Hotel.

M-G-M Will Record Tun

Written by the same team sible for the phenomenal "M Lady," "Gigi" will get its promotional push from the rec dustry, according to Arnold president of M-G-M Records, has three of the 16 "Gigi" currently wending their way ord stores throughout the coun

"Gigi" will be introduced t and radio and TV representat way of her M-G-M soundtr cording at special meetings in t in key cities, it was stated. A of M-G-M's Record's regional utor meetings will be held sh New York, Atlanta, Chicago, L geles, and Dallas to map out t troductions and similar promot which everyone from the e down to the local record sale expected to participate.

Slated Here in May

Tentative plans call for the gagement of "Gigi" to be he sometime in May at the Royal tre, long a legitimate house. Sl will be on a road-show basis a set the pattern for further b both here and abroad.

Three Okla. Drive-i Charge WB Conspi

Special to THE DAILY

OKLAHOMA CITY, March Operators of three Tulsa drive-in theatres filed in Fede trict Court here today a ch conspiracy against Warner Br Family Theatres, Inc., Theatres, Inc. and Line Am Co. asked an injunction agai distributor for allegedly consp limit competition by booking an exclusive basis.

NEW YORK THEA

RADIO CITY MUSIC H
Rockefeller Center • CI 6-460
"THE BROTHERS KARAMAZ
starring YUL BRYNNER
MARIA SCHELL • CLAIRE BL
An M-G-M Release • In METROCO
and SPECTACULAR STAGE PRESENTATIO

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-Presiden J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisi published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almana Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

Combined Kan.-Mo. Meet Starts Today

Special to THE DAILY

ANSAS CITY, Mo., Mar. 10.—The bined "Show-A-Rama" convention he Kansas-Missouri Theatre Asso- on and Allied Independent The- Owners of Kansas and Missouri underway here tomorrow at the wick Hotel, with Edward L. Hy- vice-president of American idcasting - Paramount Theatres, assing the orderly release of com- product.

ther speakers tomorrow will in- e Estelle Steinbach, manager of Fox Strand, Milwaukee, and es Nicholson, president of Ameri- International Pictures, who will k on future production in his ios.

Drive-in Session Slated

ie second day of the convention be devoted to a special drive-in tre session. Jack Braunagle, gen- manager of the United Theatre .; William E. Smith, president of National Popcorn Institute; and r H. Lewis, national director of rtising, publicity and exploitation United Artists, will be the key kers.

ie convention will end Thursday wing a luncheon at which Kroger , president of Hallmark Produc- , will be the principal speaker.

lwaukee Council mes New Officers

Special to THE DAILY

ILWAUKEE, Mar. 10.—The Bet- Films Council of Milwaukee ity has elected a new slate of ers for the next fall term to serve vo-year period.

amed president is Mrs. Irvin J. s; vice-president, Mrs. S. V. Ab- on; recording secretary, Mrs. ard Loreck; treasurer, Mrs. Fred Kaplan, and corresponding secre- Mrs. Ray J. Moe.

n April 7 Harold Pearson, execu- secretary of the Allied Indepen- Theatre Owners of Wisconsin, be guest speaker at a council ing. His subject will be "The s of the Exhibitor."

fer Embassy Suit

AN FRANCISCO, Mar. 10.—The assy Theatre's $8,000,000 monop- suit against National Theatres, West Coast Theatres, all of the r Hollywood studios, distributor s and other exhibitor affiliates was poned today until Wednesday be- e of the illness of United States ge Edward P. Murphy, who will the evidence without a jury.

yonara' Sets Record

arner Bros.' "Sayonara" has set ll-time box-office record for RKO atres, grossing $345,130 on the it here in the first five days of a n-day engagement which began Wednesday, WB has reported.

Florida State Plans to Buy Amusement Park

Special to THE DAILY

ST. PETERSBURG, Fla., Mar. 10. —Florida State Theatres, Inc., is planning to expand into the outdoor amusement field by purchasing the operating company of Weeki Wachee Spring

According to Herbert C. Campbell, president of St. Petersburg Springs Company, Inc., which operates Weeki Wachee on lease from the city of St. Petersburg, the deal may be completed within the next few days. He pointed out that the theatre chain already has purchased more than 50 per cent of the St. Petersburg Springs company's stock. Lamar Sarra, public relations director of the circuit, told reporters he is in the process of buying up as much stock as possible. He said Florida State would continue operation of Weeki Wachee as a resort attraction.

Azcarraga Would Sell Churubusco to Mexico

Special to THE DAILY

MEXICO CITY, March 10. — Declaring that the Churubusco Studios here, Mexico's largest and most modern motion picture plant, is "no longer a business for us," Emilio Azcarraga, Sr., speaking as board chairman and top stockholder, has ordered the plant's manager, Santos Galindo, to offer the enterprise for sale to the Government of Mexico. The plant, in which Azcarraga is said to have invested more than $5,000,000, is reported to have rolled up a deficit of nearly $1,000,000 in the 13 years of its existence.

Galindo will make the offer to the Government through the industry's own bank, the semi-official Banco Nacional Cinematografico.

Hearing Is Today on Mich. Truck Increase

Special to THE DAILY

LANSING, Mich., Mar. 10. — The Michigan Public Service Commission has completed an audit of the books of Film Truck Service and will hold a hearing tomorrow at 9:30 A.M. Film Truck, which has filed for an increase in rates to haul film, was granted 50 per cent of the requested hike as an interim measure pending the hearing.

Allied Theatres of Michigan will be represented by counsel and will oppose any further increases in hauling rates.

Deny Suit Dismissal

A motion for RKO TeleRadio Pictures to dismiss a $1,000,000 breach of contract action brought against it by Gibraltar Productions, Ltd., was denied here yesterday by Federal Justice Archie O. Dawson. The action, involving distribution rights to the film "Guilty," which was produced by Gibraltar, seeks to restrain RKO from subleasing the picture to states rights distributors.

Sam Clark Appointed to WB Merchandising Post

Sam Clark has been appointed manager of the newly-created national merchandising division of Warner Bros. Pictures, Jack L. Warner president has announced.

Clark who will make his headquarters at the Warner Bros. studios in Burbank, Calif., will direct and coordinate merchandising promotions with manufacturing firms in connection with Warner Bros.' theatrical motion pictures television series and cartoons.

Jack Kingsley has been named Clark's assistant, acting as New York representative, with headquarters at the company's home office here.

Reopen Detroit House Dark for Five Years

Special to THE DAILY

DETROIT, Mar. 10. — The Lake Theatre, dark for five years, has been remodeled, re-equipped and reopens this Thursday. It has been acquired and will be operated by the Floyd Chrysler interests, exhibitors, buyers and bookers.

Will Close Wednesdays

The policy is double feature, with two changes each week, six nights a week with Saturday and Sunday matinees. House is to be closed Wednesdays for the time being. The reason given is that local community centers are extremely active that night, making operation unprofitable then.

PEOPLE

William Goetz will be the principal speaker at the annual special awards dinner of the American Cinema Editors, to be held on March 19 at the Beverly Hills Hotel on the Coast.

□

Ann DeRagon, manager of the Strand Theatre, Walter Reade unit in Plainfield, N. J., was the first prize winner for December in the circuit's monthly contest to honor the manager doing the best job of advertising, exploitation and public relations. Second place went to **Bernard Depa**, of the Paramount Theatre, Long Branch, N. J.

□

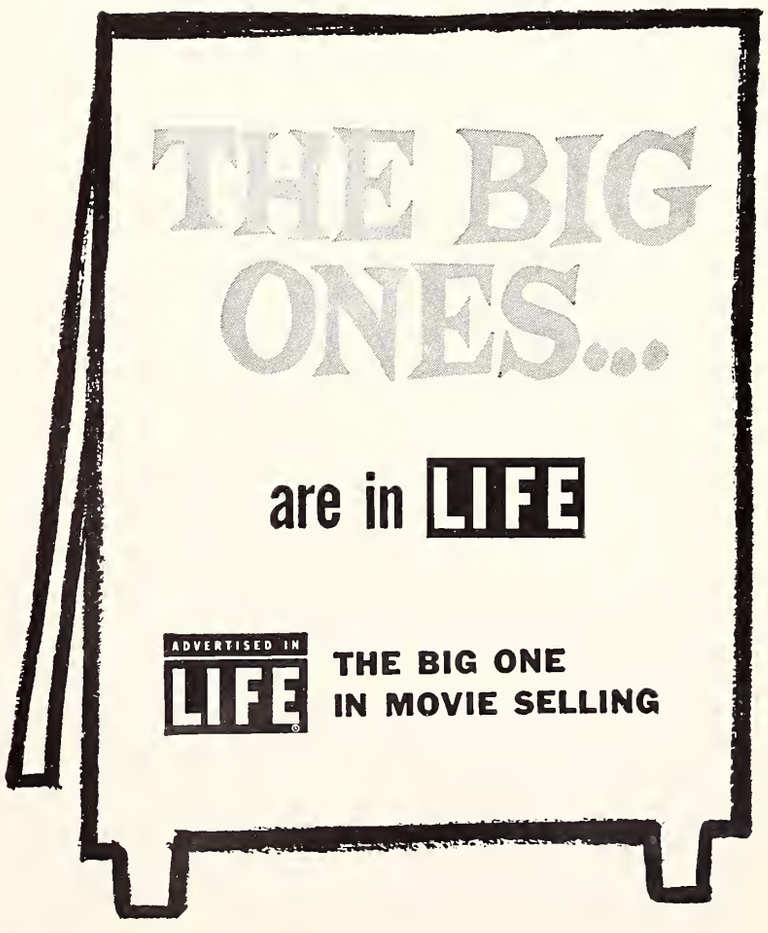
Johnny Green, former manager of the M-G-M music department, is joining Desilu Productions, Hollywood, as music executive and producer of musicals.

□

Ervin R. Geib, for many years manager of arc carbon sales for National Carbon Co., has retired after more than 50 years with the company. His contacts with the film industry date back to the early silent days.

□

Jack Share, former film salesman in the Cleveland area for Columbia Pictures, RKO and Buena Vista, is now managing one of **Dale Elleman's** drive-in theatres in Tampa, Fla.



REVIEW:

The High Cost of Loving

MGM—CinemaScope

The success of this amiable comedy-drama will depend mainly on the popularity of Jose Ferrer, who performs his role as star and director in commendable fashion. A look at the life of a nine-years-married couple, "The High Cost of Loving" has a number of assets in its favor—a catchy title, a lot of originality and good performances by virtually everyone in the cast.

As for the question of "Is it commercial?" from all indications, there will be no ready-made audience for this Milo O. Frank, Jr., production. Teenagers will probably find little of interest in the nearing-40 protagonists. It will have the greatest appeal to adults.

Ferrer and his co-star, newcomer Gene Rowlands, are a happily married couple whose daily life is set up almost according to schedule. They have everything timed—while one showers, the other brews the morning coffee, while the other showers, the other pours the breakfast orange juice, etc. This routine is seriously interrupted when Ferrer begins to believe he is losing his job, and Miss Rowlands learns that she is pregnant.

As things turn out, Ferrer is not being fired, but is rather being considered for a promotion. Ferrer interprets this role vividly, and the audience is with him all the way. The same can be said for Miss Rowlands, who is not only easy on the eyes, but a good actress as well. Their friends and employers are well played by Joanne Gilbert, Jim Backus, Bobby Troup, Philip Ober and Edward Platt. Miss Gilbert is particularly good as a young wife constantly using phrases like "spectacularly terrific." The picture is in black-and-white CinemaScope.

Running time, 87 minutes. General classification. Release, in March.

WARREN G. HARRIS

Name Siegel, Riddell

(*Continued from page 1*)

is president of WXYZ-AM-FM-TV, ABC's wholly owned subsidiary operating radio and television stations in Detroit. Goldenson also announced the election of Riddell as executive vice-president of the American Broadcasting Co., a division of AB-PT.

Riddell will assume his new position on July 1. In that capacity all departments heretofore reporting to Goldenson will now report to Riddell, who in turn will report to Goldenson. There will be no change in past operating policy, namely, the ABC television and radio networks will continue to operate as autonomous units under their respective presidents, Oliver Treyz and Robert Eastman, and the owned and operated radio and television stations under their respective managers.

Siegel, who was elected to his present positions in 1957, began his entertainment industry career in 1929 when he joined the comptroller's staff of Paramount Pictures, Inc. In 1941 he was appointed assistant to the comptroller of the company's theatre division and in 1949 was named comptroller. He continued as comptroller of the newly-formed United Paramount Theatres, Inc., in 1950, and in 1953 was named treasurer of American Broadcasting - Paramount Theatres, Inc., following the merger of ABC and UPT.

Riddell, who started at WXYZ in 1931, was promoted successively through various departments of the station until 1946, when he was named general manager of the station upon its purchase by the American Broadcasting Co. In 1950, he was promoted to president and general manager of WXYZ, Inc. Under Riddell's direction, WXYZ launched its television station, pioneering in daytime operations. WXYZ-TV was the first television station serving the large Detroit area to carry daytime programming.

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Newspaper Tie-ins, Radio Jingles Herald Loew's New Texas Drive-In

Special to THE DAILY

HOUSTON, Tex., Mar. 10—The successful launching of Loew's new drive-in here, the Sharpstown Outdoor Theatre, can be credited to an extensive promotional campaign which embraced all media and included such diverse activity as a finding "Houston's happiest family" in a newspaper contest tie-in and a catchy tune especially developed for radio promotion.

The new drive-in, which has a capacity of 1,700 cars, is geared to appeal to the entire family with its extensive playground facilities, air-conditioned cafeteria and modern design throughout.

With the assistance of the local Loew's people, Homer McCallon, manager of Loew's State; his assistant, Phil Brockstein, and Wayne Horton, manager of Loew's Sharpstown, Ernie Emerling and Jim Shanahan, of the Loew home-office advertising department, covered all media in heralding the opening of the new drive-in. Newspapers, radio, billboards, directional "A" boards and arrows, house-to-house distribution, TV, and aerial announcements were included in the campaign.

Contests Arranged

Shanahan arranged contests with each of the three Houston papers, with the University of Houston radio station, Rice Institute and with local weekly papers. The "Houston Post" offered prizes to young readers who submitted best colorings of line drawings of the various Fairy Tale Village houses at the drive-in and a contest for best design of uniforms for attendants. The "Press" sought (and found) Houston's "happiest family"—a fine piece of good-will promotion. The "Chronicle" published a "name the parrot" contest in connection with the Loew poll parrot trademark. The University of Houston selected a "Miss Sharpstown"; Rice Institute an "Outdoor Girl," while the Bellaire Texan ran a "Win-A-Clown-For-A-Day" promotion.

"Miss Sharpstown" appeared on 7 radio programs and in three television shows.

Each of the three dailies published special sections which included double-spread, two-color advertisements for the theatre, partially sponsored by the contractors and vendors involved in the drive-in's construction. A saturation radio campaign, featuring a catchy Sharpstown jingle, caught listeners' ears between Sunday and the Wednesday opening.

Editorials Help

The "Houston Post" and the "Houston Chronicle" both published laudatory editorials welcoming the new venture.

Editors of 18 Houston high school newspapers visited Loew's Sharpstown for a preview of the plant and for interviews with visiting stars Chill Wills and Barbara Lang.

Local publishers, editors, and radio announcers attended a pre-opening cocktail party at the Shamrock. 35,000 brochures, pointing up highlights of the operation and a map showing how to reach Sharpstown, were distributed house-to-house.

The Bellaire Texan, weekly tabloid newspaper mailed to 10,000 residents of the adjacent Bellaire area, carried a full page of publicity pictures.

Summing up, the space total included nine full newspaper pages, 13 page one stories or column mentions, and some sixty other news and movie page stories.

All principal arteries leading to Sharpstown are dotted with directional one-sheet "A" boards processed with Day-Glo colors, and with 36" arrows. Twenty-four sheet bulletins are located at important, heavily-traversed intersections.

An invitational preview was held the night before the regular opening for press, radio, civic officials, and others. The opening night activities included the appearance of Hollywood players Chill Wills and Barbara Lang, a 115-piece band, searchlights, a parade of vintage automobiles led by Johnny Parsons, Indianapolis Speedway champion, and tape-cutting ceremonies in which Mayor Lewis Cutrer of Houston, Frank Sharp, developer of Sharpstown, and R. E. Bob Smith, fabled Texas cattle-raiser, participated.

Six radio and one TV station covered the inaugural ceremonies.

Quality Stre

(*Continued from page 1*)

get an ever-increasing supply
tion pictures, for it is felt in
wood's echelon of command th
through quantity can the pos
of bettered quality appear, th
Fox head told Allen M. Wic
the "Hartford Times" in an int

"Several generations over tl
half century have become accu
to 'going out to the movies,' a
practice, in turn, has aide
abetted downtown sections of
key city in the U.S. The habit
be shrugged aside in the w
television's considerable progi
garnering part of leisure
time," Skouras said.

Points Also to Australia

"Television's impact has be
mittedly felt in the movie exl
camp; closing of obsolete th
destined for non-entertainmen
was merely advanced. It mu
be overlooked, however, that
postwar era, particularly in the
icas and Australia, many proj
the outdoor field, have develop
the majority contain modernist
veniences never predicted a
tion ago."

Summing up: "There is c
search for new talent, particul
the vital fields of acting, directi
writing. At the same time, stu
ecutives are not neglecting d
ment of technical skills, and
new elements as wide-screen
processes are resolved, picture
will incorporate the more ap
into projected major properti

Sarnoff Hits

(*Continued from page 1*)

tively, he said, "in a framew
intense competition among n
and between the network n
and other national media."

Sarnoff made these statem
the Federal Communications
mission opened the second w
lengthy hearings on the Barr
port, an FCC authorized study
recommended among other thi
rect regulation of the networks
paring down of the number of
and operated network televisi
tions. Five NBC vice-preside
expected to testify tomorrow
representatives of smaller te
networks will follow them dur
rest of the week.

The only book that tells
WHO'S WHO plus
WHAT'S WHAT in
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MOTION PICTURE
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Marjorie Morningstar

(CONTINUED FROM PAGE 1)

ersonalized torrent of comment in those same areas of print where ock shone so long so brightly. For this audience the Warner Brothers e is enhanced by the use of WarnerColor.

he reaction of the columnists and their followers is as favorable t of the combined press-and-profession audience that witnessed llywood previewing, the picture will do big business indeed. The ssembled by producer Sperling has both name value and perform- value, with the latter distinguishing the production somewhat the The choice of Gene Kelly for the summer-camp idol of the story course, perfect from all standpoints, and the assignment of the le to Natalie Wood affords a proper balance of personalities. Claire r turns in a positive portrayal of Marjorie Morningstar's mother, Everett Sloane, who is yet to commit a bad performance in any of any media in which he practices his profession, is superb, in a r way than is his wont, as her father.

the picture from his first scene to his last, which is early in the belongs lock, stock and barrel to the great Ed Wynn, playing Mar- uncle in a fashion warming and humerous at once. He brings re to the eye without seeming to try, and in a scene later in the e Carolyn Jones, who has done a remarkable job as comedienne then, starts audience tears flowing in a pre-wedding sequence that been matched for a long, long time.

rge Tobias, briefly but importantly as the camp overlord, and White, extracting dramatic values from a role that could have col- l in unskilled hands, are sturdy talents in firm support of the top nel, and Martin Milner, whose role starts him off at a disadvantage uilds as it plays, proves his right to a rich and fruitful career tancy.

e story, which is carried along over the rough spots by a splendid y Fain-Paul Francis Webster song entitled "A Very Precious Love," ns, as has been made widely known, the romantic interest of a lady of means in a summer-camp and an actor-musician-dancer- ssario who has forsaken his family and training for a career in show ess. As in the book, the romance between these two is troubled and ed, full of broken dreams and plain misunderstandings, and it in a way other than the customary clinch-fadeout. It is a story , as it was a story to read, rather than to synopsize in this or any

ng time, 125 minutes. General classification. For March release.

WILLIAM R. WEAVER

'is' Big

(*Continued from page* 1)

m took in $8,496, $7,397 and at the Olympia, Beach and Theatres, respectively.

picture has been set for about ookings across the country in pril in 27 domestic exchange and two territories in Canada.

. Atkinson, 63

ICAGO, Mar. 10. — Eugene J. on, 63, business manager of go Moving Picture Machine Op- Union, Local 110, died from rt attack in Montego Bay, Ja- where he was vacationing. He vived by his widow, Jennie. services will be held tomorrow Ida's Church here.

. White Dies

MBURG, N. Y., Mar. 10.— al services were held here today s. Ida S. White, mother of Gor- White, MPAA advertising code istration director. Mrs. White n her son's New York City home , less than a month before her birthday.

Chumley Named

(*Continued from page* 1)

pointment Weltner said the "biggest, most comprehensive phase of domestic distribution" of "Ten" is about to begin. Paramount has set a domestic gross goal of $50,000,000 for the picture, he said.

Chumley is a veteran sales executive who joined Paramount in 1930. He has been branch manager as well as home office executive, his experience in the field including Oklahoma City, Charlotte and Jacksonville. His most recent field assignment was as branch manager in the latter city.

'Louis' Bow April 10

ST. LOUIS, Mar. 10.—Paramount's "St. Louis Blues," based on the life of song writer W. C. Handy, will have its world premiere here on April 10, with Handy as guest of honor. Raymond R. Tucker, local mayor, has proclaimed "William Christopher Handy Day" for April 10.

Book 'Shadow' Here

Warner Bros.' "Chase a Crooked Shadow" will be the next attraction at the Little Carnegie Theatre here.

Television Today

Selectivision

(*Continued from page* 1)

on the sale of Selectivision stock by the Gruber company, and required P. J. Gruber, J. T. Hamilton, Selectivision president, and Bernard L. Goldenberg, Hamilton's assistant, to appear for examination in New York Supreme Court this Thursday.

By Phone and Mail

According to charges filed by Lefkowitz, beginning in the fall of 1957, an entire issue of 85,000 shares of common stock of Selectivision was sold out a price of $85,000. Lefkowitz states that Gruber sold 65,000 shares of option stock at prices ranging from $1 to $2 through telephone solicitations and "the mailing of thousands of pieces of literature to investors."

The literature reportedly claimed $4,000,000 had already been invested in Selectivision's "economically perfected method of toll-TV," which depends largely on a chemically treated decoding card that "disintegrates" after being used more than three times. Gruber's literature said 100,000 apartments would have been completely wired by the end of February or March, Lefkowitz said.

Only Few Houses Wired

The attorney general, who is the state's chief law enforcement officer, said in his complaint, however, that an investigation by his office revealed "only a handful of houses" wired by Selectivision to date. He also charged that only some $150,000 and not $4,000,000 had been invested in Selectivision.

Officials of the pay-TV firms were not available for comment on the suit yesterday.

Selectivision made its first appearance in toll-TV circles late last year during the Theatre Owners of America's convention in Miami Beach when Goldenberg claimed that his company would begin operations out of the Elmwood Theatre in Elmhurst, Queens to surrounding apartment houses early in January. Only two weeks ago, however, he said at a meeting of the National Television Film Council that Selectivision would start operating on Long Island during the first week in April.

Has Kew Gardens Studio

The company has a studio set up in Kew Gardens. Questioning on product to be telecast has brought no definite answers from Goldenberg and Margaret Grayson, a demonstrator who recently said that Selectivision had commitments with major producing and distributing companies and that it would also carry the coming Robinson-Basilio championship fight. These claims have been vigorously denied by the parties concerned.

In its Kew Gardens studio, Selectivision has demonstrated trailers plugging recent theatrical releases of the major film companies. Spokesmen for the latter have said this was done without their knowledge or permission.

'Show of Month' Is Set for Next Season

Du Pont "Show of the Month" will be continued next season on CBS Television, the chemical company announced yesterday. The 90-minute "live" productions will feature both dramatic and musical presentations.

Four productions remain on this season's schedule for the series: "A Tale of Two Cities," **Thursday, March 27**; "The Red Mill," (in color) **Saturday, April 19**; "Wuthering Heights," **Friday, May 9**; and a production to be selected for June. "Aladdin" was the most recent presentation in the series.

Nine Programs in All

In the 1958-59 season, Du Pont announced, the programs will be produced by CBS Television and Talent Associates Ltd. A total of nine shows will be presented.

Cross Nominated as New FCC Commissioner

From THE DAILY Bureau

WASHINGTON, Mar. 10.—John S. Cross State Department official and Arkansas Democrat, has been nominated by President Eisenhower to serve as a Federal Communications commissioner.

Senate Must Confirm

The nomination was sent today to the Senate Commerce Committee, which must now confirm it. Cross would replace former commissioner Richard A. Mack, who resigned last week after House Commerce Committee investigators accused him of accepting payment for his vote on a Florida television station grant. Cross is a government career man and has been assistant chief of the State Department's Telecommunications Division for the past ten years.

Ziv, Soviet in Deal For Filmed Series

Special to THE DAILY

CINCINNATI, March 10—Ziv International, subsidiary of Ziv Television Programs, Inc., has announced the closing of an agreement to trade with Soviet Russia three series of films for three from the U.S.S.R., which may be shown on American networks.

Underwater Feature Included

Edward J. Stern, president of Ziv International, disclosed that the three American series would be "The Sea Hawks," an underwater adventure series, "Science-Fiction Theatre" and "Favorite Stories."

"PARIS HOLIDAY"

S-M-A-S-H

IN MIAMI

(Beach Theatre)

FOLLOWING SMASH

LONDON OPENING

(London Pavilion)

BOB HOPE · FERNANDEL · ANITA EKBERG · MARTHA HYER

"Paris Holiday"

TECHNIRAMA® and TECHNICOLOR®

Directed by GERD OSWALD · Screenplay by EDMUND BELOIN and DEAN RIESNER · A Tolda Productions Presentation

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MOTION PICTURE DAILY

Concise and to the Point

L. 83, NO. 49 NEW YORK, U.S.A., WEDNESDAY, MARCH 12, 1958 TEN CENTS

hwartz Testifies

its 'Power' f BMI Over usic World

nate Group Hears First oponent of ASCAP Bill

By J. A. OTTEN

ASHINGTON, Mar. 11.—Com-r-producer Arthur Schwartz de-ed today that the broadcasting in-ry "has aehieved a frightening er over the entire music industry, over the listening habits of the rican public."

his was so, he contended, because dcasters favored the composers, rds and recording artists belong- to Broadcast Music, Inc., and

(*Continued on page* 4)

ra. Theatre Here Be Remodeled

he Paramount Theatre here will e for one week beginning Wednes- March 26, to undergo a "face- ng and full rejuvenation" for the l 2 premiere of 20th Century- s "The Young Lions," managing tor Robert K. Shapiro announced erday.

he Times Square theatre will be

(*Continued on page* 5)

Hear Petition on public Meet Mar. 18

earing on a Republic Pictures kholder's petition for a motion to y the company's annual meeting l 45 days after an inspection of its ks and records was adjourned until

(*Continued on page* 6)

TRADEWISE on page 2

Television Today on page 4

Compo Heartened By Changing Federal Views on Tax Cuts

Although excise taxes have not yet been included in Congressional consideration of tax reductions, COMPO leaders view the continuing discussion and prevailing sentiment in Washington on the subject as auguring well for the planned effort to win final elimination of the 10 per cent Federal admissions tax on tickets over 90 cents during this session of Congress.

It will be at least another month before Administration and Congressional viewpoints on tax reduction moves are crystallized. Following a meeting of Congressional leaders with President Eisenhower yesterday immediate tax cuts to revive the nation's economy were put aside for that length of time to see whether an upturn develops.

COMPO leaders believe that by that time new revenue legislation will

(*Continued on page* 6)

North Central Allied Sets Meeting May 6

Special to THE DAILY

MINNEAPOLIS, Mar. 11 — North Central Allied, more or less inactive since last Spring, will hold its annual convention in Minneapolis May 6, president Ted Mann announced today.

Decision to reactivate the unit was taken at a board meeting here yesterday afternoon at which Jack Kirsch of Illinois Allied urged that the unit here be continued.

UA Names Five in Key Posts Overseas

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, yesterday announced five promotions and key appointments involving the company's operations overseas.

Geza Polaty, veteran foreign sales executive, has been appointed managing director in Japan, succeeding Milton M. Schneiderman, resigned. Polaty, who formerly represented Warner Brothers in Cuba and In-

(*Continued on page* 6)

Industry Now Awake to Release Issue: Hyman

Special to THE DAILY

KANSAS CITY, Mo., Mar. 11.—The entire film industry has been awakened to the need for top product being made available in an orderly fashion throughout the year, Edward Hyman, vice-president of American Broadcasting - Paramount Theatres, said today in a speech at the opening program of "Show-a-Rama," a three-day convention being held at the Hotel Pickwick here. The showmanship meeting is a joint undertaking of the

(*Continued on page* 5)

REVIEW:

Desire Under the Elms

Don Hartman—Paramount—VistaVision

MEMORABLE PERFORMANCES by an exceptionally talented cast and a screen treatment which does full justice to the celebrated Eugene O'Neill play without surrendering to sensational opportunism, distinguish this Don Hartman production of "Desire Under the Elms." As played by Sophia Loren, Anthony Perkins and Burl Ives in the principal roles, it is adult drama that should command the attention and the respect of O'Neill's considerable following among devotees of the stage and students of serious drama, as well as the mature motion picture audience.

The Irwin Shaw screenplay is remarkably faithful to the original, retaining with but minor variations the essentials of the tragic story of lust, love, avarice and infanticide in a New England farm family of the mid-nineteenth century. Delbert Mann's sensitive direction is an important factor in achieving fidelity to the source without patently morbid

(*Continued on page* 6)

Levy Cites Case

Warns on U.S. Concessions Tax Ruling

Claim Theatre 'Split' For Surtax Exemption

Exhibitors whose concessions business is operated by a wholly owned subsidiary under a lease arrangement between the subsidiary and the theatre-operating company were yesterday cautioned by Herman M. Levy, TOA general counsel, to "re-examine and revaluate their situations" before attempting to receive an additional "surtax exemption" for each corporation.

In the "industry case digest," Levy reports that the Internal Revenue Code provides that the first $25,000 of corporate income per year be taxed at the rate of 30 per cent and that all income in excess of the first $25,000

(*Continued on page* 5)

NT Sets Record Fund For 'Windjammer' Ads

From THE DAILY Bureau

HOLLYWOOD, March 11.—The biggest advertising budget ever projected by National Theatres will be allocated to promote the Cinemiracle "Windjammer," NT president Elmer C. Rhoden has announced, with trade press, newspapers, magazines and radio receiving three-quarters of the outlay.

Present Plaque Today in Honor of 'Ten' Run Here

Charles Moss, managing director of the Criterion Theatre here, will today present a plaque to George Weltner, vice-president in charge of world-wide distribution for Paramount Pictures, honoring "The Ten Commandments" as "the outstanding box office attraction of all time." The Cecil B. DeMille production today ends its 70-week engagement at the theatre where it has been shown to 1,344,016 patrons and grossed $2,734,786.

This morning's presentation ceremony will take place at the theatre.

PERSONAL MENTION

EUGENE PICKER, Loew's Theatres vice-president, will leave New York tomorrow for Hollywood.

•

MORI KRUSHEN, United Artists exploitation manager, will return to New York today from Miami.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Minneapolis from here.

•

HOWARD STRICKLING, director of M-G-M advertising, publicity and exploitation, will arrive in New York on Sunday from the Coast.

•

MARC SPIEGEL, vice-president of Hecht-Hill-Lancaster in charge of foreign operations, has arrived in New York from Hollywood.

•

MORGAN HUDGINS, of the M-G-M studio publicity department, will arrive in New York on Sunday from the Coast, and will leave here the following Sunday for Italy.

•

JAMES J. LARKIN, theatrical sales representative for B.O.A.C., has left New York for California.

•

WILLIAM L. SNYDER, head of Rembrandt Films, left here yesterday for Europe.

•

GEORGE GALLANTZ, Telemeter attorney, will return to Hollywood today from New York.

'Desire' Bows Tonight In Scholarship Benefit

Paramount's "Desire Under the Elms" will have its two-theatre world premiere here tonight before black-tie audiences of motion picture, business, government and diplomatic officials for the benefit of the Yale School of Drama Eugene O'Neill Scholarship Fund.

Among the many attending the showings at the Odeon and Sutton Theatres will be Anthony Perkins, producer Don Hartman and director Delbert Mann. Radio lobby interviews will be conducted for the WOR-Mutual Network, NBC's "Monitor" and the "Voice of America."

Acquires 'Blue Murder'

Continental Distributing, Inc., has acquired U.S. distribution rights to the British comedy, "Blue Murder at St. Trinian's."

TRADEWISE

By ONLOOKER

MOST exhibitors are taking a decidedly optimistic view of the future as the list of new productions of exceptional interest and importance continues to lengthen and the kick-off of the industry's business-building campaign with its $850,000 telecast of the Academy Awards draws nearer. For the most part, they have been somewhat fearful that the b-b campaign might be launched without assurance of a continuous flow of strong attractions in readiness to follow it. Now, the flow of quality product is a certainty and, in addition, distributors are making obviously genuine efforts to maintain orderly release of such product. . . . All of which is double insurance for exhibitors and their outlook as of now is clear evidence that they are aware of it. Many of them, for their own part, are busy with plans to make their theatres as attractive and well run as possible in preparation for a period when their audiences will include many who have not been in a theatre for a considerable period of time. A good show accompanied by courteous service, immaculate premises and faultless presentation will make regulars of the infrequent patrons, whereas the lack of any of those vital elements for entertaining the public will continue to make strangers of them. As one prominent exhibitor said recently, "I cannot expect anyone to go into a theatre of which I'm ashamed. We are not doing our jobs unless we maintain and operate our theatres in a manner of which we have reason to be proud."

ALONG WITH the appearance of an extended supply of fine quality product in orderly release, following the Academy Awards telecast, will come the advertising campaign, second step in the business-building program, scheduled to start in April. Copy for that campaign is in preparation now. It is planned to run an ad of varying sizes weekly in newspapers in cities of 50,000 population and over. Almost $1,000,000 has been appropriated to get that campaign going, and that is generally regarded as just a beginning. . . . Thereafter, the radio disc jockey campaign, which has an initial allocation of $300,000, will be expanded on a national scale. . . . Is it any wonder exhibitors are more heartened today than they have been for months. There is every reason to believe that spring business will be on the upgrade, gathering momentum for the traditionally strong summer months.

THE TENDENCY of the top pictures to do more and more business while the lesser ones do just that is breeding some new practices in film booking. Theatres in increasing numbers are holding over a good quality picture when it comes along, rather than follow former policy of opening a new one, willy-nilly, at the end of three days, four days or a week. . . . The explanation, according to some metropolitan exhibitors, is that many theatres are better off extending the engagements of quality pictures today than they would be if they were to open a new, but so-so picture, with the labor and expense attendant thereto. The mediocre product often doesn't make the change from the current quality booking profitable, it is said. . . . A consequence of the longer runs for the stronger product, turns up some startling statistics in the case of at least one major circuit. Where it formerly used more than 200 features annually on its policy of double features and two changes weekly, it is now holding all quality product for extended time and playing it singly, thus using film at the rate of less than 50 features per year. . . . They're working on a TV program now that will be all commercials, with the entertainment transmitted subliminally. . . . Who said film rents are too high? We're in receipt of a card from Astor Pictures of Dallas offering "three (3) feature pictures or westerns for only $20, total film rental."

Little 'Kwai' Girl Is Feted in Washington

From THE DAILY Bureau

WASHINGTON, Mar. 11 — Marisa Leonizio, the nine-yea Italian village girl for whom Colu Pictures built a 50-foot replica o bridge seen in "The Bridge or River Kwai" across the River Ch is the guest of the American Service here.

Today, Marisa was received a White House, and presented a model of "The Bridge on the Kwai" to young David Eisenh grandson of the president. Late was honored at a luncheon o Foreign Relations Committee o Senate, and feted at a party giv the Italian ambassador at her try's embassy. While in Washi for promotional work on "K which opens Thursday eve Marisa is the house guest of G Bennett, White House air attach

UA Gets Film Rights For Basilio-Robinson

United Artists has acquired world-wide motion picture righ the return title match between middleweight champion C Basilio and challenger Sugar Ray inson to be held in Chicago on N 25, it was announced yesterday joint statement by William J. H man, United Artists vice-preside charge of distribution, and Jam Norris, president of the Interna Boxing Club.

United Artists and IBC broug first Basilio-Robinson fight to th tion picture theatre screen Basilio defeated Robinson at Y Stadium last September 23. Th companies also were associate providing motion picture theatre erage and distribution of the ciano-Walcott, Marciano-Charles fights), Marciano-Cockell and ciano-Moore matches.

In filming the fight UA will large number of elevated ri cameras, several of which wi recording the battle in slow n for special effects.

Urge End of 'Elms'

CHICAGO, Mar. 11.—The p rescinding of the Chicago police sorship order barring the sh here of the motion picture "D Under the Elms" to persons unc years of age, was urged upon Richard J. Daley in a telegram from attorneys for Paramoun tures, distributors of the film Chicago firm of Thompson, Ray Mayer, Jenner and Bloomstein i resenting Paramount.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager: Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 127 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandisin published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

GET IN THIS SADDLE AND RIDE A BOX-OFFICE WINNER!



'RADE-PRESS 'ICKS A HIT!

One of the year's outstanding western dramas."—BOXOFFICE

Fast! Exciting! Particular appeal to younger ticket buyers." —VARIETY

Solid commercial appeal." —FILM DAILY

One of the best."
—M. P. HERALD

Cannot miss."
—M. P. DAILY

Superior Western."
—EXHIBITOR

Bound to do good business."
—FILM BULLETIN

36-CITY SOCK PREMIERE!

Watch showmanship in action! In 36 cities of the Far-West-Denver Exchange territory, M-G-M is riding "SADDLE THE WIND" hell-bent for box-office. Sock newspaper ads, saturation radio, exploitation vigor —here's a NEW BIG ONE in the Western Hall of Fame that will pay off on your ticket-selling enthusiasm!

M-G-M presents "SADDLE THE WIND" starring Robert Taylor • Julie London • John Cassavetes Donald Crisp • Charles McGraw • Screen Play by Rod Serling • Screen Story by Thomas Thompson In CinemaScope and Metrocolor • Directed by Robert Parrish • Produced by Armand Deutsch

BROADWAY! "Saddle The Wind" follows "Raintree County" at Loew's State!

M-G-M BACK ON TOP IN '58!

BMI 'Power'

(*Continued from page* 1)

cold-shouldered those belonging to ASCAP. BMI is a music publishing and recording subsidiary of the major radio and television networks.

Schwartz appeared as an opening day witness before the Communications Subcommittee of the Senate Commerce Committee. The subcommittee began lengthy hearings today on a bill introduced by Sen. Smathers (D., Fla.) which would amend the Communications Act to prevent television station licensees from manufacturing or selling records. Proponents of the ASCAP-backed bill have been scheduled for four additional days of hearings this month, with opponents expected to testify at a later date. It is expected that major motion picture producers and possibly the Motion Picture Association of America will appear against the bill at that time.

Public Interest at Stake

In opening today's hearings, subcommittee chairman Pastore (D., R. I.) called the subject matter of the bill "highly controversial" and said the committe's only interest was to determine whether the bill would serve the public interest. The basic problem presented by the bill, he said, "is whether under the existing structure and practices of the broadcast industry there is effective and free competition."

Schwartz told the committee it was his deep conviction that "for many years the American people have been deprived of a free choice of music, and that the broadcasting industry is responsible for this deprivation." He accused the broadcast industry of "wholesale subsidization" of music publishers and recording artists, which "assured the broadcasting industry of recordings and performances of works under its control." He cited statistics to show that while BMI was claiming that the large majority of the nation's top tunes in the past few years have been BMI songs, the number of ASCAP songs played over the air during the same period has shrunk considerably.

Hammerstein Heard

"Is it proper," Schwartz asked, "for broadcasters to use their federal license to sell the artists and the music they have under control?"

Oscar Hammerstein II, testifying in support of the bill, suggested that "the songwriters are not the only ones who should be afraid." He maintained that "the public has a right to hear the best music, not what the communications directors decide."

MBS Names Costello

WASHINGTON, Mar. 11.—The Mutual Broadcasting System has appointed former CBS newsman Bill Costello to the newly established post of chief diplomatic correspondent of its news office here. Costello will be heard regularly over the coast-to-coast Mutual Network each weekday morning.

One Man's TViews

By Pinky Herman

ENOUGH of this "viewing with alarm" propensities on the part of pessimists. As Johnny Mercer once so expertly had it in his fine ditty, "Accentuate the Positive—eliminate the negative, latch on to the affirmative . . ." Here 'tis but March 12 and already three important sponsors have renewed their respective CBSeries. Toni and Lipton's Tea have re-hired Arthur Godfrey's "Talent Scouts," which moves to Wednesnites at 8:30 instead of Mon.; Dupont has signed for 9 additional "Shows of the Month" and Armstrong has likewise placed their faith in the future by again skedding "Circle Theatre" on alternate Wednesnites (10-11 P.M.). . . . Here's one praise agent who really lives for his client. The client is none other than Steverino, the Steve Allen Show Greyhound and the p.a. is an energetic member of the Grey Adv. Agency press staff (naturally for a greyhound the agency HAS to be Grey) who called this desk and breathlessly told us of his dream: seems a horse named Steverino, currently plodding around the Gulfstream Track (came in fifth in his last stop—er-beg pardon—his last start) began to kick dust and gravel into his contemporaries' eyes so frequently that his trainer, E. Jacobs, entered the oater in the Kentucky Derby. In dreams, (as all us dreamers are well aware) the sky's the limit soooo, not only does Steverino cop the race but Sam Blake clearly sees his client, Steverino place the floral horse-shoe around the winner's velvety neck. (sotto voce to Chris Cross —Sam asked that we mention ONLY the name of Steverino but what good is a dream without the name of the dreamer?) . . .



Pinky Herman

☆ ☆ ☆

Looks to us like Jim Backus is the odds on favorite to land the emcee job for the new CBSaturday nite (8:30-9:00 P.M.) audience-participation TV quizzer, "Top Dollar," which bows in March 29. . . . With three more months to go, the Robert E. Sherwood Awards Comm. has already received 89 nominations as against the entire total of 73 for the Fund for the Republic's initial venture 2 years ago. (This annual event is time, money and effort well-Spence and we do mean Sylvia.) . . . Late flash from Harry Feeney. "please add General Foods to the early renewals. They'll again CBSponsor "Zane Grey Theatre" and "December Bride." . . . "Pantomine Quiz," which was CBSeen last season, will summer-replace "Telephone Time," over the ABChannels, starting April 9. . . . And we predict that with Sid Gould, Henny Youngman and Buddy Lester, the new "Make Me Laugh," teleseries, which will bow in next Thursday, should provide plenty of ABChuckles. . . . Morey Amsterdam and Sonny James are now William Morris stalwarts. . . . One of filmdom's brightest young execs, Milton Salzburg, has joined NTA as sales executive.

NTA Acquires New Feature Package

National Telefilm Associates, Inc., has acquired a new package of feature films from Mundus Television Corporation, Oliver A. Unger, NTA president, announced yesterday. The purchase contract provides for all exhibition rights in the Western Hemisphere, exclusive of Canada.

Included in the package are such titles as "One Touch of Venus," "Body and Soul," "The Dark Mirror," "Miracle of the Bells," "The Fabulous Dorseys," "Letter from an Unknown Woman," "Magic Town," "A Double Life" and "No Minor Viees."

Unger said that the films will be put into distribution as the "Enterprise Pictures" package and will be offered to television stations by NTA's recently-established Famous Films division.

FPA, SAG in Stalemate Over Contract Renewal

The three-day negotiations between the Film Producers Association of New York and the Sereen Actors Guild on the renewal of their television filmed eommereials contract appeared stalemated last night.

The FPA, in a telegraphed statement to filmed eommereial producers, took the stand that "despite major and substantial coneessions by advertising agencies and producers in all categories to arrive at agreement, SAG insists on full original demands for ehange in unit payments. Now as always the produeers are willing to negotiate a fair day's pay for a day's work.

"To eompromise this vital prineiple would be a serious threat to eeonomie stability in the industry. Unanimity of producers in this issue is imperative to protect themselves in future negotiations."

The unit payment demand, which would replace the eurrent praetice of paying talent for a day's work, reimbursing them aceording to the number of commereials obtained from the day's shooting, is, aeeording to the FPA, the "major stumbling block" remaining to agreement on a renewal of the contract which expired March 1. A new strike deadline is understood to be set for Mareh 18 if agreement is reached.

SAG Vote Favors a Strike Against TV-Film Producers

HOLLYWOOD, Mareh 11. — According to a ballot count up to this afternoon today, the Screen Actors Guild membership vote is running more than 95 per cent in favor of authorizing the guild board to call a strike against television-film producers and advertising ageneies if negotiations now progressing in New York for a new contract fail.

CBS TV Is Regrouped Into Two Divisions

Regrouping of CBS television activities into two major operating divisions and appointments of Merle Jones and Louis G. Cowan as presidents of the two new divisions were announced yesterday by Frank Stanton, president of Columbia Broadcasting System, Inc. The growth, size and complexity of



Merle Jones



Louis Cowan

CBS Television Division, he have made it necessary to divide along functional lines into two new divisions: the CBS Television Network and the CBS Television Stations.

Effective March 12, Stanton Jones will become president of CBS Television Station Division Cowan will become president of CBS Television Network Division.

Elected Early Last Year

Jones became president of the Television Division Jan. 1, 1957 direetor and vice-president of Inc. he has been associated with since 1936, serving the company key executive in Chicago, Los Angeles Minneapolis and St. Louis. He began has career with CBS at KMOX Louis, Mo.

Cowan has been serving as staff vice-president—creative services since 1955. Before joining CBS was president of Louis G. Cowan, It is expeeted that he will be elected to the CBS board of direetors at regular meeting today.

yman Plea

(Continued from page 1)

as-Missouri Theatre Association the Allied Independent Theatre ers of Kansas and Missouri.
he project for orderly release has wholehearted support of both pro- rs and exhibitors, Hyman told the ention.

Wants a Later Meeting

ater this year," he added, "there ld be a meeting of exhibitors and ibutors to report on business and ss other results of the showing of ity pictures in 'orphan' periods. exhibitor should be prepared to the distributor what has been at the local level to promote at- ance in these periods."
another address at today's ses- James Nicholson, president of rican International Pictures, said company's program included more age programs aimed at and tested today's young audiences, terms which the exhibitors can make ey, more films in color and a antee that AIP movies will not een on television for at least eight s.

Award to M. B. Smith

special showmanship award was ented to M. B. Smith, vice-presi- of Commonwealth Theatres and ident of the Kansas-Missouri The- Association. The combined con- ion drew a registration of 284 y, with the figure expected to be eased tomorrow.

ady 'Marjorie' Bow Miami March 19

Special to THE DAILY

IAMI BEACH, Mar. 11.—All s have been sold for the world miere of Warner Bros.' "Marjorie ningstar" at the Beach Theatre on Wednesday evening, Mar. 19. premiere will be a benefit for the anization for Rehabilitation ough Training.
n hand will be Warner Bros. ex- tives, including Charles Boasberg, company's general sales mana- W. O. Williamson, Jr., South- ern division sales manager, and er M. Hutner, national publicity ager. Stars Natalie Wood, Claire vor, Everett Sloane and Ed Wynn, producer Milton Sperling will also in attendance.

ramount Buys Novel

HOLLYWOOD, March 11. – Para- nt has announced the purchase e Mountain Is Young," by Han in, who wrote "Love Is a Many endored Thing," for $500,000. The el will be published in the fall.

ontest for 'Paris'

United Artists and Sabena Belgian rld Airlines are sponsoring a na- al contest in behalf of Tolda Pro- tions' "Paris Holiday," which will rd four, all-expense paid trips to is as the top prizes.

Warns on U.S. Tax Ruling

(Continued from page 1)

be taxed at the rate of 52 per cent. It is not an uncommon business practice, Levy states, to "split" the income of a business enterprise among two, or, more, corporations in order to get the advantage of an additional "surtax exemption" for each separate entity.

Levy points out, however, that the Internal Revenue Code also provides that if a corporation transfers property to a newly created corporation, the second corporation shall be denied the surtax exemption unless the taxpayer proves "by the clear preponderance of the evidence" that the obtaining of the additional exemption was not "a major purpose" of the transfer.

Cites Specific Case

Levy illustrates his point with the recent case of an un-named concessions company which was wholly owned by a theatre corporation and which rented space from the latter corporation to operate its business. According to Levy, the reasons given by management for the setting up of the separate concessions corporation, and the lease arrangement, were as follows: to facilitate a possible sale of the theatres and the concessions business as separate entities; to prevent theatre managers from knowing the total theatre profits and encouraging possible competition by talking about the large profits made by the theatres; to discourage theatre managers from asking for increases in salary; and, to protect the theatre-operating assets from possible judgments for damages arising from the sale of poisonous foodstuffs.

Opinion by Tax Court

To these arguments, the United States Tax Court added that "another reason for, and a major purpose of, the formation of petitioner, the execution of the lease agreement, and the transfers of property to petitioner pursuant thereto was to effect tax savings."

The court finally ruled that the petitioner had "failed to establish by the clear preponderance of the evidence that a major purpose of the transfers accomplished thereby was not to obtain the exemption from surtax."

Musician Group Urges AFM-Appeal Dismissal

From THE DAILY Bureau

WASHINGTON, March 11. – A group of film industry musicians, acting as individuals, has urged the Supreme Court to dismiss the appeal of the American Federation of Musicians and several motion picture and recording companies from lower court rulings forcing payment as wages for the music in films sold to television. The California Supreme Court ruled against the argument that these royalties should be made to a union charitable trust.

Seven Major Firms Involved

Companies involved are CBS, NBC, Loew's, Republic, Capitol, Decca and Coral Records, plus others involved in the distribution of old theatrical films to television.

The charitable trust was put in the hands of a New York trustee, for the purpose of educating the public to appreciate music and thus stimulate the hiring of musicians by private employers.

The lower court held for the individual union members; appellants contended that the state tribunal disregarded the Fourteenth Amendment in holding that California law permits assumption of jurisdiction over the trustee, New Yorker Samuel R. Rosenbaum.

Claim to Represent 3,500

But the brief calling for dismissal of the appeal pointed out that the individual musicians represent 3,500 members of Local 47, American Federation of Musicians, who have consistently fought AFM bargaining practices.

Regardless of the residence and availability of Rosenbaum, the brief said, those whose interests are involved "are primarily California residents."

Paramount Theatre

(Continued from page 1)

refurbished and redecorated both inside and out with a complete overhauling, Shapiro said. Included in this program will be extensive reseating, new draperies, refinishing of marble and brass decorative effects, and installation of a new Hurley screen. New uniforms for the service staff and a number of "under the marquee" changes are also on tap.

The closing of the Paramount will leave two major Broadway showcases temporarily dark. The Roxy is currently being remodeled for Cinemiracle presentations, and will be shuttered until early in April.

Mrs. Florence Keegan

Mrs. Florence L. Keegan, mother of John R. Keegan, former head of Paramount's Northio Theatres, and of Emmett Keegan, film trade press advertising salesman, will be buried at Madonna Cemetery, Ft. Lee, N. J., today following services at St. John's R. C. Church, Leonia. Mrs. Keegan, who was 78, also is survived by another son, Thomas L., and a daughter, Mrs. Irene Cooper.

Paris Likes 'Tristesse'

Otto Preminger's "Bonjour Tristesse," now showing at three theatres in Paris, racked up a near-record gross of more than 17,000,000 francs ($40,000) in its first three days at the three houses, the Rex, Normandie and Moulin Rouge, according to reports received here by Columbia Pictures, distributor.

PEOPLE

Harry K. McWilliams, former exploitation director for Columbia Pictures and more recently advertising and public relations head for Screen Gems, has joined with Robert L. Sidell to form the Cincinnati public relations organization of Sidell-McWilliams. Sidell is prominent in the musical life of the Ohio metropolis.

□

Mrs. E. V. Ziegler, office manager and head booker for United Artists in Philadelphia, a veteran of 38 years with the company and who is known throughout the trade as "Miss Mac," has been honored by **Stanley Kositsky,** branch manager, who has designated the forthcoming UA sales week as "Back Miss Mac Week."

□

Harry Brillman has resigned from the sales staff of Screen Guild, Philadelphia distributors, to join Tri-States Buying and Booking Service in that city.

□

Eric Chisman, formerly with the Rank Organization in Great Britain, has been named to head the Warner Brothers publicity department in England, succeeding **Bob Stannage,** recently resigned.

□

Paul Ellis, veteran theatre manager, has retired after 30 years with Robins Amusement Co., Warren, Ohio.

Add New Octette

Movielab Film Laboratories has completed construction of another of its patented Octette multiple printers, which produce eight reduction prints simultaneously with one pass of the 35mm negative through the aperture. The new Movielab Octette is going into immediate operation at the company's mid-town Manhattan laboratory.



The Monarch
Only De luxe Service Every Night, Overnight New York to London
BRITISH OVERSEAS AIRWAYS CORPORATION
Reservations through your travel agent or BOAC, 530 Fifth Avenue, New York 36, N. Y. MUrray Hill 7-8900.

UA Names 5

(*Continued from page* 1)

donesia, has been handling special assignments for UA in Germany and the home office since he joined the company in May, 1957.

Walter Boxer, former manager in Thailand, has been named manager in South Africa, replacing Leonard Pearlman, who is returning for reassignment.

George Apcar, a newcomer to the UA ranks, succeeds Boxer as manager in Thailand. Apcar has a broad background of experience in the Far East, having served with RKO in Indonesia and more recently as manager for Republic in that territory.

Kallman to Puerto Rico

Felipe Verano, assistant manager in Cuba, has been promoted to manager in Peru, succeeding George Kallman, who has been transferred to Puerto Rico as manager, replacing Douglass Ornstein, resigned.

William Vuono, who joined the UA foreign department in New York as a trainee last year, has been assigned to the company's office in Santiago, Chile, to undergo a period of field training.

'Pacific' Notables Will Attend Film's Bow Here

The top production and aeting talent responsible for bringing "South Pacific" to the screen will be assembled here for the dual world premieres of the Todd-AO musical March 19 and 20 at the Criterion Theatre.

The "South Pacific" notables will be headed by Richard Rodgers and Oscar Hammerstein II, producer Buddy Adler and director Joshua Logan. The acting contingent will include stars Mitzi Gaynor, Rossano Brazzi and John Kerr, and featured players Juanita Hall, Ray Walston and Frances Nuyen.

The March 19 bow is for the Police Athletic League, while proceeds from the March 20 "Navy Night" will be contributed toward the construction of the new Navy-Marine Corps Memorial Stadium in Annapolis.

Vote in Albany Today On Film-Ad Measure

Special to THE DAILY

ALBANY, N. Y., Mar. 11. — The Assembly is scheduled to vote tomorrow on the Murphy bill amending the education law, to ban poster, banner or similar advertising which "distorts or misrepresents the character or content" of any film licensed by the State Education Department's motion picture division.

The measure, drafted by the joint committee on offensive and obscene material, also bars a poster, banner or similar advertising matter presenting or exhibiting "any scene, scenes or dialogue eliminated from any motion pieture licensed by the education department."

It would take effeet immediately.

Desire Under the Elms

(CONTINUED FROM PAGE 1)

or sensational overtones, despite the inescapable unpleasantness of individual incidents and character.

Burl Ives is the avaricious patriarch who, at 76, has buried two wives by overwork, and attained his life's ambition of owning the farmland that had been the property of his second wife. Pitted against him is his son by the latter, played by Perkins, who had been taught by his mother that the land was rightfully his, and to whom he had vowed he would one day possess it.

Unexpectedly, a new, young rival for the land appears at the farm in the person of Miss Loren, whom the patriarch brings home as his bride from a spring sojourn. Because she has known no security and much hardship, she is fiercely determined to assure her future by making the property hers. Her frank avowal of her purpose earns her the instantaneous enmity of Perkins.

Later, when Ives suspects he may not have a son by her to whom he would leave the farm, he intimates he may make Perkins his heir, after all. Miss Loren determines to seduce Perkins and bear a son whom Ives will believe to be his own. She succeeds in her design, but in doing so she and Perkins fall in love.

When Ives taunts Perkins about his intention of leaving the farm to the infant, he adds that it was Miss Loren's design for keeping the property from Perkins. Disillusioned, the latter denounces her. In her tortured mind she decides she must kill the child in order to prove her love for Perkins, and suffocates it in its crib. Appalled, Perkins first condemns her and summons the sheriff; then realizing that her love for him was the motive for the crime, he determines to share her guilt and punishment.

Absorbing throughout, the picture nevertheless is unevenly paced, the action slowing noticeably at intervals. Despite that, its box office possibilities appear to be very good. It is deserving of extra promotional efforts, and these should prove especially rewarding in drawing patronage from outside the ranks of regular filmgoers, thus offering exhibitors an exceptional opportunity to extend the effective boundaries of their theatres' drawing possibilities.

Performances in minor roles are effective, especially those of Frank Overton and Pernell Roberts, as half-brothers of Perkins, who flee from the despotic old man's rule and find fortunes in the California gold fields. Rebecca Welles and Jean Willes, as the brides they return East with, are flashy and vivacious in roles which call for a veneer in kind; and Anne Seymour is briefly effective as the doomed mother of Perkins.

Hartman has provided a fine production in all departments. Interiors and exteriors hold a high degree of pictorial interest and are convincingly authentic in detail. Photography and sound are tops.

Running time, 114 minutes. Adult classification. Release, in March.

SHERWIN KANE

CEA Formally Elects Hinge and Richards

From THE DAILY Bureau

LONDON, Mar. 11.—Edward Joseph Hinge and Julian D. Richards were formally elected to the presidency and vice-presidency, respectively, of the Cinematograph Exhibitors Association at the annual general meeting here today.

Much respected Teddy Hinge is one of the association's Old Guard. He was president in 1939 and afterwards became treasurer. Forty-year-old Richards is chairman of the Sussex branch and the son of the late Randolph Richards, who once served as CEA president.

Twice before young Richards was nominated for the vice-presidency but on each occasion he stepped down in favor of one of the Old Guard. When he succeeds Hinge, Richards will be the youngest president CEA has had in a generation, a welcome innovation to many CEA men.

Compo Heartened

(*Continued from page* 1)

be introduced in Congress providing it with the opportunity it needs to launch the theatres' campaign by having repeal of the admissions tax included in some of the appropriate measures.

Meanwhile, COMPO's feeling is that the attitude of both parties, and the Administration's, too, on tax reductions has changed since Congress convened. Whereas originally it was uncompromisingly against tax reduction, there now is considerable sentiment favoring it.

Nixon Opinion Welcomed

COMPO leaders were heartened, too, by Vice President Richard M. Nixon's press statement on Monday putting himself on record as favoring across-the-board tax cuts to heavy Federal spending for public works. They feel that under existing conditions the task of getting consideration for the theatres' ease in such an atmosphere is better than formerly.

Republic Ple

(*Continued from page* 1)

March 18 by N. Y. Supreme C Justice Joseph A. Gavagan here terday.

The petition was filed in Sup Court Monday by Charles Read New York who, along with John chese, of California, charges that public is "mismanaged" and th full accounting of its records sh be held before the coming an stockholders' meeting, which is scheduled to be held here Apr

Reader's petition is directed a Republic corporation itself, pres Herbert J. Yates, and executives l ard W. Altschuler, Douglas T. Y Joseph E. McMahon and John trauskas, Jr.

Sales to TV Condemned

Reader claims that the present agement "dominates" Republic points out that those pictures with Yates' wife Vera Ralston edly incurred losses running int millions. The petition also ch that the licensing of Republic's 1948 films to NBC-TV was at a "considerably below their real va

Yugoslavia Distribut Set for Para. 'Temp

From THE DAILY Bureau

HOLLYWOOD, Mar. 11.— mount Pictures has negotiated a tribution agreement with Bosyna ductions of Yugoslavia for Tempest," to be made in partn with Dino de Laurentiis, Italian ducer. The Yugoslav company book the picture in Russia an Soviet bloc countries.

The deal, aceording to Paran representatives, was made in ac ance with terms of the eultural tions agreement signed by the U States and the Soviet Union last uary. Distribution of the film is divided three ways, with de La tiis handling the Italian release Paramount throughout the rest o free world.

Albany Bill Advance

ALBANY, N. Y., Mar. 11. — Senate advanced to third readin day the Desmond bill banning liminal advertising for comm purposes on film." It will appe tomorrow's third reading calenda probably will be put over until Monday. Because of a virus infe Sen. Thomas C. Desmond, New Republican, is not in Albany.

The aet, which makes violati misdemeanor, would take effec mediately.

Add 2 Workshops

Additional tieket-selling work to be conducted by Mike Simons been seheduled for April 16 a Hermitage Hotel, Nashville, and 5 at Hotel Charlotte, Charlotte, it was announced by Albert E. linger, president of Sindling Company, sponsors of the pro

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 50 NEW YORK, U.S.A., THURSDAY, MARCH 13, 1958 TEN CENTS

ssed Unanimously

ssembly OK's .Y. Bill Aimed t Film Ads

s the Misrepresentation Character or Content

Special to THE DAILY

.BANY, Mar. 12.—The Assembly d today, unanimously and with- lebate, the Murphy bill, amend- the education law to ban a er, banner or similar advertising" ı "distorts or misrepresents the cter or content of any motion re licensed by the education de- ıent."

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(*Continued on page 6*)

me Business-Building nmittees Next Week

ming of a committee of spon- and an executive committee for ndustry's business-building cam- ı is expected to be completed week, it was announced yester- ollowing a meeting of represen- s of the five organizations sup- ng the campaign. Robert W. e, COMPO special counsel, pre- at the meeting.

rtin Levine, representing ITOA,

(*Continued on page 2*)

que Is Presented noring 'Ten' Run

arles Moss, managing director of Criterion Theatre, here, yesterday nted at the theatre to George ner, Paramount Pictures vice- lent in charge of world sales, a ıe honoring Cecil B. DeMille's

(*Continued on page 3*)

elevision Today

Page 6

Reade Circuit Sets 'Hoopla' For 50 Year Celebration

Walter Reade Theatres, circuit with over 40 indoor and drive-in theatres in New York and New Jersey, will celebrate its 50th golden anniversary with special activities starting on March 22 and running through April 26. Walter Reade, Jr., president, said yesterday the month - long celebration will include anniversary cakes, local premieres, movie contests, "gold" key chains for patrons, and "old-fashioned hoopla."



Walter Reade, Jr.

The Reade circuit had its inception 50 years ago this month when the late Walter Reade, Sr. began operating Pehr's Opera House in Portchester, N. Y., as a film and vau-

(*Continued on page 2*)

Investment Trust for Exhibitors Proposed

Special to THE DAILY

KANSAS CITY, Mo., Mar. 12.—A proposal that exhibitors form an investment trust to buy and sell stock of the various motion picture companies and other entertainment businesses was presented here today to the joint convention of the Kansas-Missouri Theatre Association and the Allied Theatre Owners of Kansas and Missouri by H. E. Jameyson, chairman of the board of Commonwealth Theatres.

The meeting is being held at the Hotel Pickwick.

The plan was prompted to a great

(*Continued on page 6*)

WGA Makes Awards; 'Laurel' to John Mahin

By WILLIAM R. WEAVER

HOLLYWOOD, March 12. — The screen writers branch of Writers Guild of America, West, tonight bestowed guild honors on winners in three categories, also presented its Laurel Award of Achievement, at the 10th annual dinner attended by 1,100 guild members and guests at the Moulin Rouge Restaurant.

Following dinner and award presentations, an entertainment program in which Jack Benny, Jack Carson, Wendell Corey, Nanette Fabray, Rock Hudson, Ernie Kovacs, Shirley MacLaine and David Niven took part was produced by George Wells and directed by Danny Arnold.

Winners, determined by vote of

(*Continued on page 6*)

Eye Latin-America for Film-Music Scoring

From THE DAILY Bureau

HOLLYWOOD, March 12 — Producers with pictures near the scoring stage today were canvassing possibilities of sending films to Mexico or South America for sound-tracking, in view of the British Musicians Union's decision yesterday against scoring American films struck by the American Federation of Musicians.

The British union's decision had

(*Continued on page 6*)

MPEA Votes to Participate in Festivals At Cannes, Berlin, Brussels This Year

Member companies of the Motion Picture Export Association of America will participate jointly in three international film festivals this year, it was decided at this week's meeting of the MPEA board of directors here.

The three festivals will be in Cannes, Berlin and Brussels. Possibility of joint participation in the Venice Film Festival will be discussed at a later date, while participation in the Leningrad festival will hinge on the outcome of cultural negotiations between the U. S. and Soviet Russia. There will be no participation in the San Sebastian festival because of the lack of a film agreement between MPEA companies and the Spanish government.

Stockholders Told

Univ. Expects To Resume Prod. in July

Rackmil Also Denies Any Plans for Liquidation

By WARREN HARRIS

Universal Pictures has "no intention of going out of business," and should resume feature production by July 1 "at the latest," president Milton R. Rackmil said here yesterday at the company's annual meeting of stockholders in the home-office building.



Milton Rackmil

Rackmil said that the motion picture business is going through a period of revolution, during which "costs are high and box office receipts low." He estimated that Universal would operate at a net loss of $400,000 to $450,000 after taxes for the first quarter of the

(*Continued on page 3*)

All Universal Board Officers Are Reelected

The election of officers was the principal item of business before the board of directors of Universal Pictures Company, Inc., following the annual meeting of stockholders here yesterday.

Re-elected at the meeting were:

(*Continued on page 3*)

Kill N. Y. Bill to Ban Films Belittling Race

Special to THE DAILY

ALBANY, Mar. 12.—The Assembly Judiciary Committee has killed the De Salvio bill amending Section 122 of the Education Law, to add as a ground for the State Education Department Motion Picture Division's

(*Continued on page 6*)

PERSONAL MENTION

ROGER H. LEWIS, United Artists national director of advertising-publicity, will return to New York today from Hollywood and Kansas City.

•

ROBERT S. FERGUSON, Columbia Pictures director of advertising-publicity, will leave New York today for Washington.

•

LEO PILLOT, Rank Film Distributors of America exploitation manager, left here yesterday for Ogdensburg, N. Y.

•

BERNE TABAKIN, National Telefilm Associates vice-president in charge of West Coast activities, arrived in New York yesterday from Hollywood.

•

STEWART GRANGER will return to New York from London on Saturday via B.O.A.C.

•

ELAINE SCHNEIDER, of the home office contract department at Rank Film Distributors of America, will be married on Saturday at Beth Israel Auditorium, Brooklyn, to GARY GLAZER.

Harrison, Moskowitz To Address Conn. Meet

Special to THE DAILY

NEW HAVEN, Conn., Mar. 12.—Alex Harrison, vice-president and general sales manager of 20th Century-Fox, and Martin Moskowitz, 20th-Fox eastern district manager, will be the principal speakers at an all Connecticut motion picture exhibitor and distributor luncheon at the Union League here on Friday, March 21, at 12:30 P.M., it was announced by George Wilkinson, Jr., president of the Motion Picture Theatre Owners of Connecticut.

Harrison will talk on the present and future production plans of Fox as well as other company plans and policies.

Dual Bow for 'Hot'

As the first New York east side-west side, simultaneous openings in 20th Century-Fox history, Jerry Wald's "The Long, Hot Summer," will have dual premieres at the Fine Arts and Mayfair Theatres. There will be a night debut at the Fine Arts on April 3, and the production will begin engagements at both theatres the next day.

Film Federation Reports on Poll

The Federation of Motion Picture Councils, national organization which previews films and disseminates information about them, has completed a poll of its membership which shows that 12 of its councils have 660 member organizations and one lists 32 organizations with a membership of 350,000. This is revealed in the March bulletin of the Federation, released here yesterday.

Members of the Federation publicize the pictures they approve by announcement at their meetings, and two councils send out monthly lists to libraries, churches and schools, one council distributing 700 of these, the poll revealed. Seven units use a telephone or postal card campaign to recommend pictures, and about half of the councils reporting edit a motion picture review column which is published every week in local newspapers. Four have youth groups reporting to them and eight sponsor childrens' matinees.

Attendance Recapitulated

Several councils sponsor films for shut-ins and homes for the aged. Of the councils reporting, 358 of the membership report they see a picture once a month; 127, twice a month; 84, three times a month; while 49 see as many as four films a month.

In its March bulletin the Federation also announces its members' choices for the ten best pictures of 1957. They are, in order, "The Bridge on the River Kwai," "Sayonara," "Twelve Angry Men," "April Love," "An Affair to Remember," "Escapade in Japan," "Man of 1,000 Faces," "Heaven Knows, Mr. Allison," "Three Faces of Eve" and "Les Girls." Named as best director was Joshua Logan for "Sayonara"; best actor, Marlon Brando in "Sayonara"; and best actress, Joanne Woodward in "Three Faces of Eve."

The 1958 conference of the Federation will be held in Cleveland on April 16 and 17 at the Hotel Carter.

To Call New Subsidiary 20th-Fox Record Corp.

Twentieth Century-Fox's new record subsidiary will be known as the "20th-Fox Record Corporation," it was announced yesterday by Henry Onorati, president of the new organization.

Originally titled "20th Century Record Corporation," the label was redesignated, according to Onorati, "so as to ally ourselves in the public's mind even more closely with the parent organization. 20th-Fox Records has recently moved into its offices at 157 West 57th Street.

Reade Circuit

(*Continued from page* 1)

deville theatre. Today, under his son, the circuit's diversified activities include, in addition to the theatres, a catering department, a film distribution company (Continental Distributing, Inc.) and other enterprises, including real estate interests.

The circuit is noted for its "community-type" theatres, the first of which was built back in 1937 by the American Community Theatres Corp., a subsidiary of Walter Reade, Inc. They are now familiar sights in a number of New Jersey and New York towns, and each is called the Community Theatre. They resemble suburban banks or community social centers more than theatres, and are colonial in structure.

Many Innovations

Other innovations the Reade organization has adopted include installing a television set in theatre lounges; development of the "Curtain at 8:30" series of art films in theatres that cannot support them on a normal basis; "adult night" when adults can enjoy films in quiet surroundings; installation of love seats in loge sections; and establishing "party rooms" in the rear of the orchestra for private groups to view the films.

Current projects underway include the first "second-story" drive-in theatre presently being constructed on the roof of the newly built shopping center in Dover, N. J.

Business Building

(*Continued from page* 1)

was added to the operating committee, of which Paul N. Lazarus, Jr., is chairman, and representatives of Allied States, and MMPTA will be named shortly, it was said.

The meeting discussed ways and means for implementing the campaign, with optimism expressed over getting the all-industry effort off to an early start. Also, issuance to exhibitors of a brochure explaining the scope, purpose and make-up of the campaign was authorized by the meeting. It is scheduled to be ready by early April and will be distributed through the facilities of National Screen Service. Copies also will be distributed by each exhibitor organization to its members.

Watt Leaves Goodman

HOLLYWOOD, March 12 — Milt Watt, former advertising-publicity director of Republic Studio, and subsequently director of exploitation at the Warner studio, has announced his resignation from the Goodman Advertising Agency post which he has occupied for the past several months, effective Friday.

Selznick's 'Farewe Memos in 'Life'

The problems confronting Da Selznick in the production o Farewell to Arms" are describ considerable detail in a nine compilation of the producer's brated memos in the March 17 of "Life" magazine.

During the filming of the 20th tury-Fox release, "Life" states, nick wrote some 10,000 messag his associates, from 30 pages to gle sentence in length. "They revealing and fascinating look a a movie and the perfectionist wh sorbed in every detail, made it cording to "Life."

The most highly publicized during the filming of "Farewell the falling-out between Selznic director John Huston, who quit production had proceeded very f a memo to Huston, Selznick is as saying: "I would be less with you if I didn't tell you t am most desperately unhappy the way things are going. It is perience completely unique very long career. It is an experi feel is going to lead us, not to ter picture, as you and I disc the other evening, but to a one—because it will represent what you think the picture shou nor what I think it should be."

Set Phila. Benefits For 'South Pacific'

Special to THE DAILY

PHILADELPHIA, Mar. 12.- benefit shows for the charity fu the Motion Picture Associatio Philadelphia will be held on Su March 30, at the Midtown Th The picture will be "South Pa and the date is the first Sunday local engagement of the new fil

Invitations to the showings w extended to those persons makin nations to the charity fund. Ther be an afternoon showing at 2:30 and one in the evening at 8:00

Daniel Flood, 92

EUGENE, Ore., March 12—D Flood, 92, veteran showman t owner of Portland and other cities of Oregon, died today heart attack.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Ouigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.

ecision Reserved in B Suit Settlement

ew York State Supreme Court ice Edgar Nathan reserved de- n here yesterday on the proposed ement of a suit brought by a ber of Warner Bros. stockholders nst the company and several of fficers and directors last year. Jus- Nathan requested that both plain- and defendants submit additional fs to him by March 24.

he suit, brought by Florence Brill other WB stockholders, charged to the corporation and improper to the officers and the group h purchased the stock from Har- and Albert Warner through the k tender arrangement under h the purchase was made.

a stipulation signed by both ntiffs and defendants last May, the ndants specified no admission of ility, but agreed, in order to avoid trouble, time and expense of pro- ted litigation, to pay or secure payment of $100,000 to the com- y, upon which the suit would be issed.

he court has designated Rob- Feldman referee to determine the ess of the settlement. Feldman approval of the agreement 17.

veal Price Scale r 'Windjammer' Here

he admissions price schedule for engagement of "Windjammer," picture in the Cinemiracle proc- at the Roxy Theatre here was an- nced yesterday. The scale will be 50, $3 and $2.50 for evenings and rday, Sunday and holiday mati- s. For Wednesday matinees it will $2.50, $2 and $1.75.

t the same time it was reported t the new capacity of the Roxy be 2,522 seats, as compared with previous 5,800. The Roxy is pres- y closed for remodeling and will pen on Wednesday, April 9, with Cinemiracle picture. There will 10 performances weekly with all s reserved—seven evening shows y at 8:30 P.M. and matinees on dnesday, Saturday and Sunday at 0 P.M.

'Century City' For iversal, Says Rackmil

Universal president Milton R. Rack- was asked at the company's an- l stockholders meeting yesterday ny real estate developments along lines of 20th-Fox's proposed "Cen- y City" in Hollywood were con- plated for the U-I studios.

Rackmil answered "no" and said thought that "three years from , Fox's project will be right where s now—still on paper." Stockholder vis Gilbert asked Rackmil if it uld be all right to quote him at next 20th-Fox stockholders meet- and was granted permission.

See 'U' Production Resuming in July

(*Continued from page* 1)

current fiscal year. Universal showed a profit during 1957, although net earnings after taxes were over a million dollars less than in 1956.

"Our management recognizes the changes going on in the industry and will take steps to correct them," Rackmil said, pointing out that almost $7,000,000 had already "been cut out of our running expenses." Extensive revisions in the company's operations abroad were also reported to be shaping up under the guidance of Americo Aboaf, vice-president in charge of foreign sales.

New Stories Being Studied

Expressing the belief that the halt of production at the Universal studio in Hollywood has been "greatly exaggerated both in the press and the trade," Rackmil said that new properties are now under consideration for future theatrical release, and that filming could start on or before July 1, the date when the company's release schedule will begin to lapse, if there is no new product to add to it. The Hollywood studio is now being used by television film producers and Universal's own TV commercial division.

Rackmil vigorously denied liquidation and merger rumors regarding Universal. "The costs of liquidation," he said, "would be fantastic." A stockholder brandishing a newspaper clipping to the effect that Universal was selling its studio to NBC was silenced when Rackmil, half-smiling, answered that "if anyone walked in with $35,000,000, or even half that, they'd never walk out again."

Stockholder Lewis D. Gilbert asked if it wouldn't be a good idea to merge Universal and its parent company, Decca Records, Inc., into one corporation, but was told by Rackmil, who is president of both companies, that such a move "wouldn't result in gains for either." Decca at present controls approximately 81 per cent of Universal's outstanding common stock.

Gilbert and his brother, John J., had another suggestion for the "betterment" of the company which was listed on the proxy statement but voted down by stockholders yesterday. The Gilbert brothers had proposed that steps be taken to provide that each director of the company, except those of Decca Records, should own at least 100 shares of the common or preferred stock of Universal. The proposal was listed on the proxy as being opposed by management, and was turned down by a vote of 855,666 to 42,206, with 79,991 abstaining.

Another pair of brothers, Kurt and Edgar Kayser, questioned Universal's policy of sales to television, and were answered by Rackmil that the company "hadn't even thought about selling any of its post-1948 films to TV," and was "very happy" with its current pre-1948 leasing arrangement with Screen Gems.

One of the Kaysers asked Rackmil if he was optimistic about the future of the picture business, which he answered he was.

Aside from the Gilbert proposal, stockholders had two matters to vote on, both of which were approved. Peat, Marwick, Mitchell & Co. were voted independent public auditors for the coming year, and the following directors were re-elected: N. J. Blumberg, Alfred E. Daff, Preston Davie, Albert A. Garthwaite, John J. O'Connor, Milton R. Rackmil, Budd Rogers, Daniel M. Sheaffer, Harold I. Thorp and Samuel H. Vallance. 928,663 shares, slightly more than 95 per cent of Universal's outstanding common stock, were represented at the meeting.

Denies Semenenko Has Hand in 'U' Policies

A stockholder assertion that Serge Semenenko, president of the First National Bank of Boston, "has power in deciding company policy" for Universal Pictures was denied yesterday by Milton Rackmil, Universal president, at the company's annual stockholders' meeting.

"We owe $11,200,000 to the First National Bank of Boston," Rackmil said, "but there's nothing Semenenko can do with this company as long as our payments are kept up." Rackmil told the stockholder that he and Semenenko were "close personal friends."

Plaque Presented

(*Continued from page* 1)

production of "The Ten Commandments" as "the outstanding boxoffice attraction of all time."

The occasion was the termination of the engagement of the epic at the Criterion after the 70th week. Since it opened in November, 1956, the picture was seen at the Criterion by 1,344,016 persons. The record-breaking sum of $2,734,786 was grossed by "The Ten Commandments" during the run.

In 8 Theatres Here April 4

The picture will open Friday, April 4, at eight theatres in Greater New York in the same form as it was presented at the Criterion.

Bob Hope to Moscow

Bob Hope will leave Idlewild Airport here this afternoon for Copenhagen enroute to Moscow, where he will preview "Paris Holiday" for members of the Soviet Government, diplomats and press and industry representatives.

7 from AA in Color

Allied Artists will release seven major films in color, with six of the seven in CinemaScope, between now and August, Morey R. Goldstein, vice-president and general sales manager of the company has announced.

Selectivision Stock Hearing Reset April 2

Attorney General Louis J. Lefkowitz reported yesterday that the appearance of executives of P. J. Gruber & Co. and Selectivision, Inc., before New York Supreme Court Justice Joseph A. Gavagan here has been rescheduled for April 2 at the request of Selectivision's counsel.

Gruber and Selectivision are charged with allegedly promoting a toll television enterprise through the use of "fraudulent literature and promotional material."

See $6,000 Proceeds From 'Kwai' D.C. Bow

From THE DAILY Bureau

WASHINGTON, Mar. 12.—It is estimated that the international scholarship fund of the American Field Service will benefit by $6,000 tomorrow night from the proceeds from the premiere of Columbia Pictures' "The Bridge on the River Kwai" at the Trans-Lux Theatre here. Mrs. Dwight D. Eisenhower, sponsor of the event, will receive several painting as gifts from the city of Leghorn, Italy.

Sessue Hayakawa, who has a featured role in the production, will be in tomorrow's audience, which will also include diplomats from Canada, Finland, Greece and Luxembourg.

'U' Board Members

(*Continued from page* 1)

N. J. Blumberg, chairman of the board; Milton R. Rackmil, president; Alfred E. Daff, executive vice-president; Adolph Echimel, vice-president, secretary and general counsel; David A. Lipton, Edward Muhl and John J. O'Connor, vice-presidents; Felix M. Sommer, treasurer and assistant secretary; R. H. Miles, controller and assistant treasurer; Charles H. Stineford, assistant treasurer; and Morris Davis and Anthony Petti, assistant secretaries.

The board also omitted the declaration of the regular quarterly dividend on the common stock of the company. At the stockholders' meeting earlier, Rackmil had said that he would recommend this action in view of the company's present business activity.

Universal stock sold off 2¾ points on the New York Stock Exchange after the dividend news was announced, and Decca Records was down 1⅛.

'Kwai' in St. Louis

ST. LOUIS, Mar. 12. — The Boys Club of St. Louis benefited by $10,000 last night as Sam Spiegel's "The Bridge on the River Kwai" opened to a full house at a special charity premiere in the Esquire Theatre. The film will begin its regular 10-shows-a-week run tomorrow.

AGAIN

20TH DELIVERS THE MOST OF THE BEST!



21 Academy Award Nominations for 9 Box-office Blockbusters!

Peyton Place

BEST PICTURE — *Jerry Wald*
BEST ACTRESS — *Lana Turner*
BEST DIRECTION — *Mark Robson*
BEST SUPPORTING ACTRESS — *Diane Varsi*
BEST SUPPORTING ACTRESS — *Hope Lange*
BEST SUPPORTING ACTOR — *Arthur Kennedy*
BEST SUPPORTING ACTOR — *Russ Tamblyn*
BEST SCREENPLAY — *John Michael Hayes*
BEST COLOR CINEMATOGRAPHY — *William Mellor*



BEST MUSICAL SCORING – *Hugo Friedhofer*
BEST COSTUME DESIGN – *Charles Le Maire*

Heaven Knows, Mr. Allison

BEST ACTRESS – *Deborah Kerr*
BEST SCREENPLAY – *John Lee Mahin & John Huston*

The Three Faces Of Eve

BEST ACTRESS – *Joanne Woodward*

A HATEFUL OF RAIN

BEST ACTOR – *Anthony Franciosa*

A FAREWELL TO ARMS

BEST SUPPORTING ACTOR – *Vittorio De Sica*

April Love

BEST SONG – *Paul Francis Webster & Sammy Fain*

BOY ON A DOLPHIN

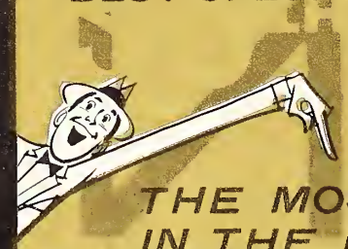
BEST MUSICAL SCORING – *Hugo Friedhofer*

THE ENEMY BELOW

BEST SPECIAL EFFECTS – *Walter Rossi*

Every Oscar nomination means new box-office power! Bring these pictures back throughout March and April to cash in on the Academy Award telecast slogan:

"GET MORE OUT OF LIFE – GO OUT TO A MOVIE!"



THE MOST EAGERLY AWARDED STUDIO IN THE INDUSTRY TODAY!

Television Today

NTA Plans Expansion to Cover 17 Markets—46 Per Cent of U. S.

By FLOYD STONE

NTA, now that it is "the nation's fourth largest television network," is expanding its programs $12,000,000 worth.

TV this fall will have 17 markets with four stations—and one of those will be non-affiliated, or, as NTA president Ely Landau said yesterday, non-normal. And those 17 markets are 46 per cent of the population.

Couldn't 'Buck' Webs

Up to now, he said at the press conference he held at new NTA headquarters in the Coliseum Towers, NTA hasn't been able to buck networks for prime evening time.

This fall, it will, from 7:30 to 10:30, one night—Friday, which research finds, he said, the weakest.

This will give its affiliated stations a "Big Night." They will have their fill from four projects: three half hour series, "How to Marry a Millionaire," "Man Without a Gun," "This is Alice," and "Premiere Performance," 39 first runs from 20th.

Sunday Program Set

For affiliates not so fortunate, there will be a "Big Afternoon" Sunday.

Laudau said his problem, only, is pioneering. He's able to go to Madison Avenue, which he said is tremendously excited, with lower costs per home, per everything, but still has to convince the huge corporate client who expects a network to operate at the same time, the same station, the same program, the same night.

Closed-Circuit TV On SMPTE Agenda

From THE DAILY Bureau

LOS ANGELES, Mar. 12.—Equipment, systems and standardization goals for closed-circuit television will be the topic for one of the sessions at the April 21-26 convention of the Society of Motion Picture and Television Engineers, which will be held at the Ambassador Hotel here.

The advance schedule of five papers has been prepared by program chairman Herbert E. Farmer, director of services, department of cinema, University of Southern California, and topic chairman Boyce Nemec, executive vice-president, Reevesound Co.

KTLA-TV Drops Plan For 'Subliminal' Trial

From THE DAILY Bureau

HOLLYWOOD, March 12. — Lew Arnold, vice-president of independent station KTLA-TV, today confirmed the "Wall Street Journal" report that plans for installing Precon Process equipment for trying out subliminal perception, which was to have begun next month, have been abandoned in view of indications that the public is not receptive to the idea at this time.

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WHO'S WHO plus
WHAT'S WHAT in
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Television Almanac
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Approve Use of WOR-TV As Educational Unit

Subject to legislative approval, an agreement has been reached to utilize WOR - TV, Channel 9 in New York, for educational television, it was announced jointly yesterday by Thomas F. O'Neil, president of RKO Teleradio, and Jacob L. Holtzmann, chairman of a special New York State Regents Committee on Television.

Six Days a Week

Under the proposal, the station, which is owned and operated by RKO Teleradio Pictures, Inc., would operate as an educational television station Monday through Friday from 9:00 A.M. until 5:00 P.M., and on Saturdays from 9:00 A.M. until 12:00 noon. At other times the station would continue to operate as a commercial outlet and would probably extend its sign-off time to fulfill program commitments.

NBC Will Continue Educational Programs

The National Broadcasting Co. will continue its educational network program with a new series beginning March 24 for 13 weeks, it announced yesterday to news writers at the Johnny Victor Theatre, RCA Building. The programs comprise three series: "Decision for Research," "Briefing Session" and "The Subject Is Jazz."

The network supplies to 29 educational TV stations and expects 40 before the year's end and added it has requests from 24 affiliated stations, which, it remarked, is a respectable network.

Speakers were director of public affairs Edward Stanley, and series' producers Richard Lukin, Joel O'Brien and George Norford.

Investment Trust

(*Continued from page* 1)

extent by the sale of old movies to television and the threat that newer films also may be acquired by the competing medium, Jameyson said. While the distribution and exhibition phases of the motion picture industry are interdependent, each should have some voice in the affairs and policies of the other, he added.

"Distribution," he pointed out, "already has this voice. In establishing terms, it has a profound effect upon the admission charged, the length of a film's engagement, and the days a picture is played. Exhibition, although certainly not a silent partner to date in this industry, has been an ineffectual one."

Under the Jameyson proposal, which was enthusiastically received by the assembled theatre men, not only theatre owners and managers but also film salesmen, operators, exchange managers, studio managers and craftsmen could buy shares in the investment trust.

Details Being Completed

The details and other arrangements for the establishment of the investors trust now are being worked out by Bryon Spencer, an attorney, and Gus D. Welch of B. C. Christopher & Co., a brokerage firm.

In a second talk at today's meeting of the combined theatre groups, Roger Lewis, national director of advertising and publicity for United Artists, explained the financing and arrangements for the telecast, Wednesday, March 26, of the Academy Awards ceremonies in Hollywood.

Eye Latin-America

(*Continued from page* 1)

come as a surprise but did not alter major studios' position with respect to Local 47's withholding service. On the contrary, the meeting of unemployed union members last night, at which sentiment favoring a settlement of the strike without further delay was expressed, was generally interpreted as indicating the strike will not be long drawn out.

The fact that the studios have not curtailed production, and last week started the largest number of new pictures in the past three months, is seen as discouraging to Local 47 members now drawing half-salary from the union.

Stulberg, Shaw Named To New Columbia Posts

HOLLYWOOD, March 12. — Gordon Stulberg was elected assistant secretary of Columbia Pictures, and Harvey Shaw was named assistant treasurer, at today's meeting of the board of directors. Stulberg has been assistant to vice-president B. B. Kahane.

To Re-Make 'Samurai'

HOLLYWOOD, March 12 — Anthony Quinn and Yul Brynner will remake "Seven Swords of Samurai" in English as a co-production between their separate independent producing companies.

Assembly O

(*Continued from page* 1)

any motion picture licensed by department."

The vote was 140 to 0.

Assemblyman Lawrence P. phy, Brooklyn Democrat, expla beforehand that the bill affects advertising in and around a the The key word is "similar." Criti had been voiced by several Assen men who thought the prohibition more sweeping.

Murphy is a member of the legislative committee on offensive obscene material, which drafted act. A companion bill has been i duced by Senator Stanley B Buffalo Republican, and likewi member of the joint committee. ate approval is expected.

The measure would take effect mediately.

Kill N. Y. Bill

(*Continued from page* 1)

refusal to license a film, that whole or part "disparages ag one's nationality or color."

The committee took simila last year. The Senate Education mittee, however, reported favor and the upper house finally ado by an overwhelming margin, a panion measure by Senator Jose Periconi, Bronx Republican. Thi went to the assembly rules comm which interred it. Periconi has a ilar act pending in the upper h

The resolution was not adopte

New York State Senate Passes 'Subliminal Advertising' Bill

ALBANY, N. Y., March 12. — Senate passed today, by a 56-0 the Desmond bill, which pro subliminal advertising for comm purposes on film."

The measure now goes to the sembly, where a companion bil been introduced by Assembly Clinton Dominick, like Sen. Th C. Desmond, a Newburgh Repub

It defines subliminal as "adv ing below human consciousness." lations are a misdemeanor. The would take effect immediately.

WGA Awards

(*Continued from page* 1)

membership, were honored tonig follows:

Best written comedy: Billy W and I. A. L. Diamond, for "Lov the Afternoon."

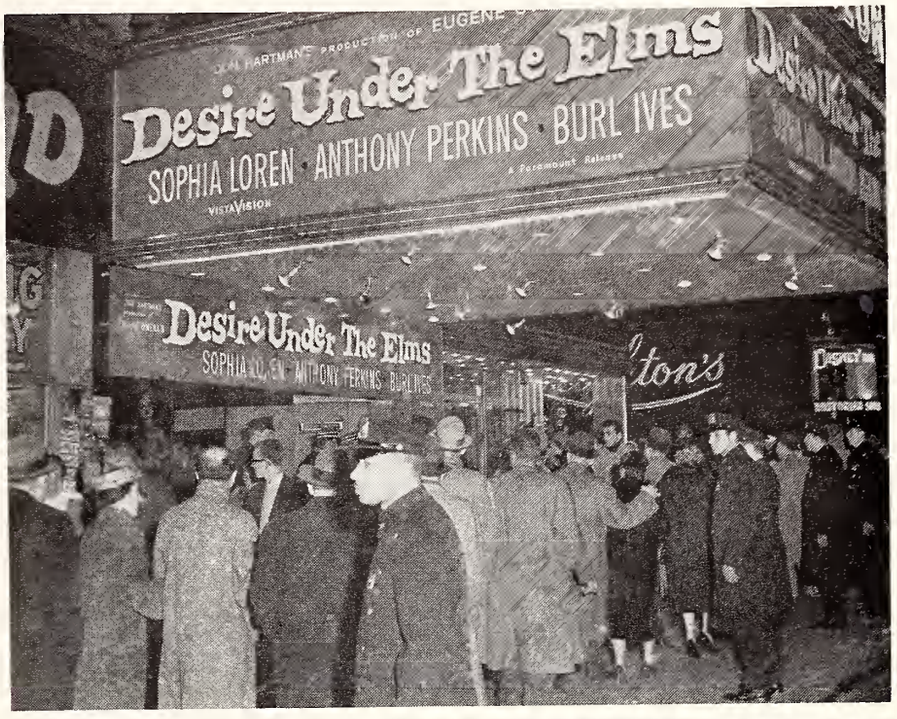
Best written American dr Reginald Rose for "Twelve A Men."

Best written American mu John Patrick, for the screenplay, Vera Caspary, for the original of "Les Girls."

The Laurel Award, given ann to the writer considered to have g most to screen literature over years, was presented by retiring president Frank Nugent to John Mahin, whose works include successes as "Captains Courage "Quo Vadis," "Show Boat" and ven Knows, Mr. Allison."

Thrilling Openings for 'Elms'

EUGENE O'NEILL'S "Desire Under the Elms," produced for Paramount by Don Hartman, had a dual benefit world premiere in New York last night, with celebrities of stage and screen, government and diplomatic officials and academic and business leaders making up the first-night audiences. Proceeds of the openings at the Odeon on Broadway and the Sutton on East 57th St., go to the Yale School of Drama Eugene O'Neill Scholarship Fund. Enthusiastically received by the premiere audiences, the picture stars Sophia Loren, Anthony Perkins and Burl Ives. The evening's excitement was marked by crowds, lobby radio interviews, coverage by press photographers. More than 40 leading producers, directors, actors and writers served as premiere patrons, and girl students at the Yale School of Drama came from New Haven to act as usherettes at the theatres. Many distinguished Yale alumni were among the premiere audiences. Photo at right shows the scene in front of the Odeon before the start of the picture.





Hartman (left), producer of "Desire Under the Elms," and Delbert Mann, the ure's director, greet at the Sutton arrivals Mr. and Mrs. Whitelaw Reid (center). l is a "New York Herald Tribune" excutive.



Anthony Perkins, star of "Elms," is seen in the lobby of the Odeon with two lovely premiere guests, Tina Louise (left), of the Broadway stage, and Greta Thyssen, of television.



rge Weltner (right), Paramount Pictures vice-president in charge worldwide sales, is pictured in the Odeon lobby with Larry Morris, on general manager, prior to the start of the O'Neill classic. The wing was preceded by a brief stage ceremony.



At the Sutton (left to right) are: Elia Kazan, famous stage and screen director; Dean F. Curtis Canfield, of the Yale School of Drama, and Mrs. Kazan. Canfield later went to the Odeon, where he received from Yale alumnus Richard Kollmar, a check covering the premiere proceeds.

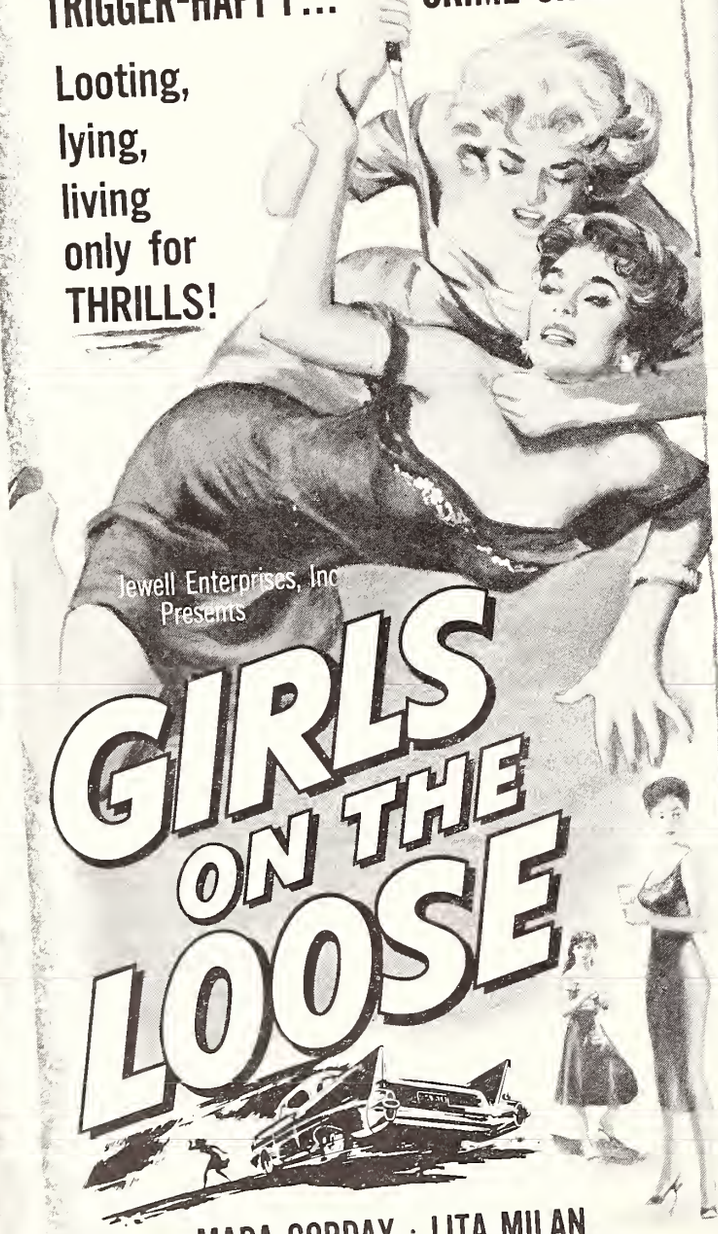
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aimed at today's Sensation-eager Crowds

GIRL GANGS THAT STOP AT NOTHING!
TRIGGER-HAPPY... CRIME-CRAZY!

Looting, lying, living only for THRILLS!



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Presents

GIRLS ON THE LOOSE

Starring MARA CORDAY · LITA MILAN
BARBARA BOSTOCK also starring MARK RICHMAN

PRODUCED BY
and RICHARD KAY

A UNIVERSAL-INTERNATIONAL RELEASE

THE SIN-STEEPED STORY OF TODAY'S "BEAT" GENERATION...
told in the bars...the streets...the broken homes...the lives of runaway teenage girls!

B. R. K., Inc. Presents

LIVE FAST, DIE YOUNG



HEAR! Music in the mood of today's "beat" generation!

Co-starring
MARY MURPHY · NORMA EBERHARDT
SHERIDAN COMERATE · MICHAEL CONNORS

DIRECTED BY PAUL HENREID · SCREENPLAY BY ALLEN ADAMS and IB MELCHIOR · PRODUCED BY HARRY ADAMS and RICHARD KAY · ASSOCIATE PRODUCER EDWARD D. BARISON

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AVAILABLE SINGLY...*TWICE AS TERRIFIC TOGETHER!*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 83, NO. 51 NEW YORK, U.S.A., FRIDAY, MARCH 14, 1958 TEN CENTS

ITORIAL

iterion Run

nfident Columbia

By Sherwin Kane

MEMORY serves, Barney Balaban was among the first to identify ne current public appetite for mo- pictures as demanding of the ucer "fewer but bigger" pictures. t would have been, perhaps, three ore years ago when he first gave ic expression to his appraisal of changing market.

ow right he, and others who ed his views at the time, were ident now. And perhaps nothing onstrates it more forcefully than continuing market experience of l B. DeMille's "The Ten Comdments" which a few days ago d a record-making 70 weeks enement at the Criterion Theatre on dway.

corollary of the fewer but bigger re maxim is that the bigger the ction, the more people will go ee it, the bigger its grosses and longer its runs will be.

•

ll of that has been borne out by e Ten Commandments" experi-, in scores of theatres around the ntry, as well as at the Criterion, it still continues merrily, and unrruptedly, on its unprecedented office way. But the picture's erion experience is little short of zing, and worth repeating again again.

n this single 1,560-seat theatre, DeMille production in its 70-week gement grossed $2,734,786 and ed Paramount a film rental of e than $2,000,000. Not so very y years ago a total worldwide s of that proportion was regarded ood for many a picture.

deed these are new days and ged times. And even as such lous records are established, the e is not without other films with gnizable potentials of equalling or aps bettering those.

• •

IE recent election of Abe Schneider to the presidency of Columm Pictures is viewed as most forte for the company and its for- s by business associates, within outside his company.

oming as his elevation does at a

(*Continued on page 2*)

Kansas-Missouri Exhibitor Units Endorse Resolution for Merger

Special to THE DAILY

KANSAS CITY, Mo., March 13—A resolution empowering the boards of directors of the Kansas-Missouri Theatre Association and the Allied Independent Theatre Owners of Kansas and Missouri to take the necessary steps for the merger of the organizations was approved today at the concluding session of the joint convention of the two groups at the Pickwick Hotel here.

The title of the proposed single organization is the United Theatre Owners of the Heart of America. The contemplated merger is being undertaken as another step to achieve full unity among exhibitors in order to meet current problems of the industry, it was stated.

In other resolutions, the convention

(*Continued on page 4*)

Exhibitor Backing of 'Oscar' Show Praised

Cooperation of exhibitors throughout the country in publicizing and promoting the industry-sponsored Academy Awards telecast on March 26 indicates a tremendous interest in the business building campaign which will be inaugurated with the telecast. Abe Montague and Ernest Stellings, co-chairmen of the campaign execu-

(*Continued on page 4*)

REVIEW:

The Young Lions

Lichtman—20th-Fox—CinemaScope

IN THE FLOOD of novels dealing with World War II that have appeared in this country in the past decade Irwin Shaw's "The Young Lions" stands out sharply as one of the three or four best. And now 20th Century-Fox has made a fine film adaptation of it which easily claims a similar position in the annals of the screen. It is one of the three or four best motion pictures about World War II yet made.

War films traditionally appeal more to the male audience than to women, so exhibitors will be glad to learn that such is not the case with this one. The war in itself is not so important in the story as its effect upon the men involved in it—and the women they love. Romance is a major factor in the plot. Actual battle sequences are effectively kept to a minimum; those few, moreover, are vividly staged by the director, Edward Dmytryk.

Thus the box office outlook of "The Young Lions" is powerful beyond any question—especially since it has three top stars to help draw the public in Marlon Brando, Montgomery Clift, and Dean Martin (cast unconventionally in a non-singing role). There is also a number of attractive females, most of them newcomers, who contribute some impressive emoting in addition to their good looks.

Not the least of the remarkable qualities of "The Young Lions" as a film is that it still tells, as did the book, what are really three separate stories without any of the various strands getting in the way of the other. It follows the military careers of three young men—two of them Americans in the U. S. Army and one a German in the Nazi Army. The paths of the Americans cross several times in the course of the plots (more often, incidentally, than they did in the book), and then at the end all three protagonists are suddenly brought together for a shattering and fatal climax.

In his excellent screen play Edward Anhalt has followed the novel's

(*Continued on page 6*)

Enthusiasm High

North Central Permanent B-B Group Formed

Steering Committee Will Make Operational Plans

Special to THE DAILY

MINNEAPOLIS, March 13 — Approximately 300 independent and circuit exhibitors from Minnesota, the Dakotas and Wisconsin enthusiastically endorsed the formation of a permanent business building organization in the area following a day-long advertising and promotion seminar here today. Plans for the organization were left in the hands of the 20-man steering committee headed by

(*Continued on page 4*)

UA Sales Meet Slated In N.O. Next Week

James R. Velde, United Artists general sales manager, will lead a convention of the company's Southern district in New Orleans on Monday and Tuesday, to set regional sales plans for UA's $50,000,000 product program. This was announced yes-

(*Continued on page 4*)

Hope and Film Off to Moscow

By FLOYD STONE

Bob Hope yesterday afternoon at 3 flew to Moscow after entertaining an international press at noon in the Hampshire House. He answered all questions, and speculations. He intends during seven days in the Russian citadel to make a picture for NBC showing, appear before whomever will welcome him, and show his

(*Continued on page 2*)

Television Today

Page 5

PERSONAL MENTION

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president, will leave New York today for London.

•

U. B. Ross, Westrex Corp. manager of foreign operations, has returned to New York following a trip to Latin America.

•

JACK ODELL, exhibitor in Puerto Rico, arrived in New York yesterday from San Juan.

•

EDWARD L. HYMAN, American Broadcasting - Paramount Theatres vice-president, is expected back in New York from Minneapolis this weekend.

•

MYRON SATTLER, New York exchange manager for Paramount, will hold open house at the company's new metropolitan area offices in the Paramount Building this afternoon.

20th Anniversary of Brandt's Apollo Hailed

The 20th anniversary of the 42nd Street Apollo Theatre here as a home for foreign motion pictures was celebrated with a special luncheon at the Waldorf-Astoria Hotel yesterday.

Guest speaker Nathan D. Golden, director of the Scientific, Motion Picture and Photographic Products Division, Business and Defense Services Administration, U.S. Department of Commerce, said that reciprocal trade agreements between the United States and foreign nations provided for the exhibition of pictures of "the finest quality" both here and abroad.

Mrs. Dorothy Noto Lewis, director of educational services for the New York League for the Hard of Hearing, thanked the Apollo management, in the person of Martin Levine, for the theatre's help, through the presentation of sub-titled features, in the education of the deaf.

Auslet Services Today

NEW ORLEANS, Mar. 13.—Funeral services for Jack Auslet, veteran of this city's Film Row, will be held here tomorrow morning. Auslet, who would have been 81 next Monday, died at his home Wednesday following a lengthy illness. He is survived by his wife, also well known on Film Row here.

In recent years, Auslet had served as a news correspondent in this city for several industry publications, including MOTION PICTURE DAILY.

EDITORIAL

(*Continued from page* 1)

time when grave problems and vital decisions remain, it is significant to note that the naming of the new Columbia president brought an improvement in company morale from the lowest to the highest levels. There are, for example, the matters of studio administration, production policy and the maintenance of a continuous flow of product, studio overhead and the need for general economies, among major subjects urgently requiring his attention.

Despite these and more, Schneider's associates and the many others who know his abilities well, are certain that he is the man who can successfully deal with the present emergency and with whatever problems the future may hold in store.

Confidence is running high at Columbia.

Open SPG Negotiations With Majors Here Today

The Screen Publicists Guild will initiate negotiations with the major companies for new contracts beginning today. Talks will start with United Artists this morning and on Monday SPG will initiate negotiations with Columbia, Warner Bros., and 20th Century-Fox. Contracts with UA expire on April 5, and the others on April 12. Talks with management at Universal-International and Loew's, Inc., will be announced later.

Movielab Brochure Out

Movielab Color Corp. has issued a 16-page brochure describing its new $2,000,000 color film processing laboratory here. The brochure, entitled "This Is Movielab," describes and pictures much of the special equipment used in providing quality color film processing service. It also contains a set of charts describing ten different methods of color film duplication.

Golding to Coast

David Golding, who was in charge of the special pre-opening campaign on Don Hartmann's production "Desire Under the Elms," completed the assignment with the picture's dual opening at the Odeon and Sutton Theatres here and left for the Coast by plane last night, where he expects to decide future plans shortly.

Col. Dividend $1.06

Columbia Pictures' board of directors, at a meeting held on the coast March 7, declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable on May 15 to stockholders of record May 1, it was announced here yesterday.

To Show Champion Bout At Yonkers Shop Area

A 15 by 20 foot screen will be erected on the Cross County Center's southeast parking area in Yonkers, N.Y., for the March 25 closed circuit telecast of the Robinson-Basilio championship fight, it was announced yesterday. This will provide an amphitheatre type of set-up with folding chairs and bleacher seats.

In addition, the remainder of the shopping area's parking fields will be available for the parking of cars. Cross County is hoping for a turnout of "more than 10,000 boxing fans."

A pre-fight sports program will be presented to early arrivals, composed of sports films and a discussion among experts on the relative merits of Basilio and Robinson. Tickets are priced from $4.40 to $6.60, tax included.

Hearings on Complaints Against ASCAP Begun

From THE DAILY Bureau

WASHINGTON, Mar. 13. — A House Small Business Subcommittee today opened hearings on complaints that ASCAP discriminates against smaller and newer members.

Chairman Roosevelt (D., Calif.) said that "basically the camplaints made involve questions of the control of ASCAP, the allocation of royalty earnings among its members, and the resulting effects upon the business of the many publishers and writers whose operations are smaller or newer than some of the large and thoroughly established members." He said the subcommittee conceded the need for ASCAP, but wanted to see whether action was needed to protect its small business members.

'Kwai' Seminar Slated In Minneapolis Today

Special to THE DAILY

MINNEAPOLIS, Mar. 13.—An advertising and publicity seminar on "The Bridge on the River Kwai" will be held here tomorrow for 50 executives and theatre managers of the Minnesota Amusement Company. This will be the third in the series being conducted by Columbia, previous ones having been held in Dallas for Interstate and in Detroit for Butterfield.

On hand to describe Columbia's promotional kit and to explain how it can be adapted to local uses will be exploitation manager Richard Kahn and John Thompson, field exploiteer based in Chicago. Other Columbia representatives will include Ben Marcus, Midwest division manager here from Kansas City, and Byron Shapiro, local branch manager.

Hope to Russ

(*Continued from page* 1)

own United Artists release, " Holiday," in the Kremlin, if he

He said he hoped for his NBC ect to photograph Russia's f clown, Popoff, interview movie survey films and television studios drama schools, and record the Army chorus.

He had intended to take a cre 11 technicians from London, but covered the Russians have the r site talent. Now, he is taking p cists Ursula Halloran and Arthu cobs from here and two writers one cameraman from London.

State Department's Idea

Showing "Paris Holiday" is State Department's idea, unde cultural exchange, he explained. suggested showing the picture, he decided to go with it. They one proscription: he mustn't di business: no deals. The Ru won't censor his film but insi reading script, and he doesn't o he said.

"Paris Holiday" is easy to u stand—"a lot of sight material."

Hope had about him and pose photographers with certain trav cessories: raccoon coats (from by Clark, he said), swords, an magazine, USSR. He and his a from Halloran, NBC, UA, serve drink with tonic, orange or t juice: vodka.

Asked whether he would eas way for a "summit conference asked:

"You mean, teach Kruschev

'Summer' Has World Bow in Baton Rouge

Special to THE DAILY

BATON ROUGE, La., March Producer Jerry Wald and J Woodward were guests of ho tonight's world premiere of Long, Hot Summer" at the Para Theatre here. Benefitting fro charity showing was the Eye C of the Downtown Lions Club.

Premiere festivities were co by radio, TV and Movietonews in addition by representatives newspapers in neighboring state by local AP and UP wire servi

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • CI 6-4600
"THE BROTHERS KARAMAZOV
starring YUL BRYNNER
MARIA SCHELL • CLAIRE BLOO
An M-G-M Release • In METROCOLO
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 Single copies, 10c.

'Run Silent' Is Hailed in New York Preview

"RUN SILENT, RUN DEEP," the first film in Hecht-Hill-Lancaster's new $12,000.000 production program for United Artists release, was previewed at the Lexington Theatre in New York City before a packed house that included more than 200 industry leaders. The submarine adventure drama, which teams Clark Gable and Burt Lancaster, was produced by Harold Hecht. More than 300 Easter holiday dates have been set across the country for the H-H-L presentation, which is being boomed by a huge national promotion.



James Hill of Hecht-Hill-Lancaster and his wife, Rita Hayworth; Arthur B. Krim, President of United Artists; Robert S. Benjamin, UA Chairman of the Board; Mrs. Harold Hecht and Mr. Hecht, President of H-H-L and producer of "Run Silent, Run Deep."



. William J. Heineman and Mr. Heineman, United Artists Vice President harge of distribution; Mrs. Bert Pirosh and Mr. Pirosh, buying executive ox West Coast Theatres; Al Fitter, UA Western division manager; Mrs. es R. Velde and Mr. Velde, UA General Sales Manager.



Arnold M. Picker, United Artists Vice President in charge of distribution; Ilya E. Lopert, President of Lopert Films; Eugene Picker, Vice President of Loew's Theatres, Inc., and Charles Smadja, UA Vice President in charge of European production.



x Fellerman, Vice President of Lopert Films, and Wilbur Snaper, per Theatres head.



Sidney Cooper, acting supervisor in UA's Eastern and Southern territories; Jack Fruchtman, owner of the Fruchtman Theatres in Baltimore; Bernie Myerson, buyer for Fabian Theatres, and George Trilling, Fabian Buyer and booker.

NEWS..

Spot . . . fast in

MOTION PICTURE DAILY

thus providing immediate coverage of the motion picture industry and related fields in reports "concise and to the point"—responsibly edited—written and typographically designed for fast, easy reading . . . with a staff photographer to add points of interest that only the camera can tell. Correspondents throughout the world.

Interpretive . . . comprehensive in

MOTION PICTURE HERALD

presenting the news as current history of the motion picture and its business, using a greater allotment of time to gather together all the facts pertinent to the ultimate meaning of events and opinion, in all of the interests of the American industry, at home and abroad.

•

QUIGLEY PUBLICATIONS

In the service of the motion picture industry for more than 41 years

MPRC Members Still Show Xenon Arc Lamp

From THE DAILY Bureau

HOLLYWOOD, March 13. — In a monthly report, William F. Kelley, president of the Motion Picture Research Council, revealed that staff members will continue demonstrating the Xenon high pressure arc lamp, new light source developed in Germany, to technical groups throughout the industry. The lamp is described as an outstanding optical device for delivering level light to a screen surface.

Other matters reported include the design and delivery of a camera flicker-indicator; recommendation for new placement film cue marks; nontoxic liquid plastic which strengthens plaster, and foam-core wall materials for studio use.

Kansas-Missouri

(*Continued from page* 1)

voiced hearty approval of the plan of Edward Hyman, vice-president of American Broadcasting - Paramount Theatres, for the orderly release of films and endorsed unanimously the proposal made by Howard E. Jameyson, chairman of the board of Commonwealth Theatres, Inc., for the creation of an exhibitor trust fund to purchase stock in companies engaged in the production and distribution of pictures.

M. B. Smith, vice-president of Commonwealth Theatres, was reelected president of the Kansas-Missouri Theatre Association. W. L. Barritt, Wichita, was named vice-president; James Cook, Maryville, Mo., secretary, and Ed Harris, Neosho, Mo., treasurer.

Exhibitor Backing

(*Continued from page* 1)

tive committee, said in a statement issued here yesterday. Through COMPO, the chairmen stated, thousands of theatres have sent in word that they are behind the telecast 100 per cent.

"With plans now being expedited to get the business building campaign under way in the near future, it is most heartening to know that, in the Academy telecast, exhibitors recognize that no better kick-off for the campaign could have been chosen. Over 5,000 theatres have already agreed to run trailers advertising the telecast and we expect at least another 5,000 to participate," they said.

Set M. H. Easter Show

Radio City Music Hall's Easter program with M-G-M's "Merry Andrew" as its film attraction, and its two-part holiday stage show will open on Thursday, March 20. The program will include the Music Hall's famed cathedral pageant, "Glory of Easter," which will be presented for the 26th consecutive season, and a new revue titled "In the Spring" with the Rockettes Corps de Ballet, Choral Ensemble and two imported guest attractions.

North Centra

(*Continued from page* 1)

Gilbert Nathanson, of Minnea which set up today's meeting than six weeks ago.

The question of national affili was not discussed.

The call for a permanent busi building group came at the co sion of a 90-minute presentatio a local level advertising, exploit and publicity campaign by I Greene, of Welworth Theatres, signed to cover the next three m of the orderly release progran plained earlier in the day by Ed L. Hyman, vice-president of Ame Broadcasting - Paramount The

The campaign—presented to tl hibitors in kit form complete wit vertising mats, trailers, exploit and publicity manuals and sa of locally designed accessories prepared by Greene and Everett bel, advertising director of Minn Amusement Co.

Other speakers at the sessio cluded E. R. Ruben, president of worth; Charles Winchell, preside Minnesota Amusement; Harold president of the Pioneer Circuit Irving Mack, president of Fil Trailer Company.

U.A. Sales Meet

(*Continued from page* 1)

terday by William J. Heineman, president in charge of distributi

Velde will be accompanie home office executives Sidney C newly-appointed Eastern and S ern division manager, and Hughes, Eastern contract ma Cooper also will get together local exhibitors.

George Papst, Southern d manager, and managers of the v southern branches will also parti in the discussions. Representin branches will be William Ham Atlanta, Harold Keeter of Cha Byron Adams of Jacksonville, Maillho of New Orleans, and Brentlinger of Dallas.

NTA Officials at FC

WASHINGTON, March 13 — cials of National Telefilm Asso are expected to testify tomorr the Federal Communications mission hearings on the Barrow work report.

NBC officials wound up their mony today.

You know when you wan know with

MOTION PICTURE ALMANAC *and* TELEVISION ALMANA

on your desk . . .

Each $5—In combinatio $8.50 Postpaid

QUIGLEY PUBLICATION

1270 Sixth Avenue, New York

EATURE REVIEWS

reaming Mimi

umbia

wo stellar personalities best-known talents other than acting—Anita erg and Gypsy Rose Lee—have leading feminine parts in this e Production. But neither one s "Screaming Mimi," who turns to be a nude statuette that fig- in a couple of gory murders. d on the novel of the same name Frederick Brown, this unpreten- s suspense melodrama has one tanding "sit up-and-take-notice" lity, and that of course is supplied he Ekberg-Lee duo.

liss Ekberg, in particular, as an ic dancer with psychopathic ten- ies, displays her physical equip- t in generous proportions. Miss wears some provocative gowns, is pretty well covered up, except n she doffs her furs to sing "Put Blame on Mame, Boys," a ditty once did quite a lot for Rita worth.

ript-writer Robert Blees has con- ed a confused melodrama with idian overtones. Miss Ekberg is ess to the killing of a knife-wield- maniac, during which his weapon into her hands and sends her into ate of shock. Following that expe- e, she is never quite the same. r several months in a sanitarium runs away with her psychiatrist, y Townes and takes a job in Miss s nightclub in San Francisco. propriately enough, the club is d El Madhouse.) Here she meets spaper columnist Phil Carey, and an affair with him while Townes, her manager, fumes jealously in background. All along, it appears Townes is both the murderer of her blonde dancer and the mys- us stranger who does a minor ing job on Miss Ekberg; but gs turn out differently in the end n Carey turns amateur detective finds out much to his surprise that real murderer actually is some- else.

erd Oswald directed and Harry Brown and Robert Fellows pro- d this program melodrama.

ning time, 79 minutes. Adult ification. Release, in April.

WARREN G. HARRIS

High Hell

Princess—Paramount

HARTFORD, Conn., Mar. 13

Some names, situations and themes widely-respected and appreciated in the medium of motion pictures are very much evident in "High Hell," a Princess production under the Paramount releasing banner. In order of business, it's an overseas effort (principally the Swiss Alps and England), with Burt Balaban as director, Arthur L. Mayer (well known exhibitor-distributor) as executive producer, and William N. Boyle as producer.

As for starring roster, John Derek and Elaine Stewart, are listed as principals, and they're backed by supporting players whose appearance may mean discernible results in the European market.

The Irve Tunick screenplay, based on a novel, "High Cage," by Steve Frazee, is located atop a high peak in the Canadian Rockies. The time is 1887 and Derek heads a group of five miners and a woman (Miss Stewart), seeking gold, who are trapped in a cabin on a mountain peak for the winter. Townspeople, far below in the valley, are apprehensive over the mining effort, cognizant that any large scale blasting could conceivably bury the countryside in avalanche.

From here, the narrative takes on some semblance of idealistic right-over-riches, as the principals debate the matter of blasting, to the inevitable detriment of valley atmosphere. Miss Stewart's husband, Al Mulock, finally displays his thinly-disguised greed by conniving with Patrick Allen to set off a mine blast under cover of darkness.

In the ensuing action, Allen is carried to his death over the cliffside, and Miss Stewart scuffles with her husband over lighting the remaining fuses. Derek rescues Miss Stewart as a mine roof begins to cave in on Mulock. The villains have been resolutely bested, and romance looks promisingly at Miss Stewart and Derek, who's been finally proved right in blasting restrictions.

Running time, 87 minutes. General classification. Release, in March.

A.M.W.

lco Granted UHF ition in Utica, N. Y.

From THE DAILY Bureau

ASHINGTON, March 13. — The eral Communications Commission ted Malco Theatres a UHF tele- n station in Utica, N. Y.

Malco, which recently was granted HF station in Memphis, hopes to ate a small UHF network with able feature film program. It has ications pending for four other F stations: in Oklahoma City, Kan- City, Davenport, Ia., and Colum- Ohio.

Drive-In Case Reserved

ALBANY, N. Y., Mar. 13. — The Appellate Division has reserved decision after hearing arguments in the appeal of the Town of Brunswick from a decision by former Supreme Court Justice Christopher J. Hefternan, in favor of James H. Connell and James Giordino, of Troy, who are seeking to restrain the town from interfering with the construction of a drive-in. The question of building a drive-in at Brunswick (outside Troy) has been in controversy almost three years.

Television Today

Nominees Slated for Emmy Award Presentation Ceremony Is April 15

From THE DAILY Bureau

HOLLYWOOD, March 13—Nominations for the Emmy awards of the Academy of Television Arts and Sciences were announced here yesterday by Ed Sullivan, president of the Academy. Winners from the list of 125 nominees will be revealed on April 15 following voting in secret ballot by the Academy's members here and in New York.

Highlights of the nominations are:

In the best dramatic series three of the five nominees were westerns. These were "Gunsmoke," "Maverick," and "Wagon Train." Others in this class are "Lassie" and "Perry Mason." Both "Maverick" and "Wagon Train" also were nominated for the best new program series of the year.

Five Men Named

Nominees for best male personality for a continuing performance include Steve Allen, Jack Benny, Sid Caesar, Perry Como, and Jack Paar.

The female nominees for a best personality award included Dody Goodman, Gracie Allen, Lucille Ball, Dinah Shore and Loretta Young.

Best comedy series nominees were "The Bob Cummings Show," "Caesar's Hour," "Father Knows Best" and the Jack Benny and Phil Silvers shows.

"Playhouse 90" led the nominations for dramatic awards. Two shows, "The Comedian" and "The Helen Morgan Story," were nominated for the best single program of the year. Others were the Edsel show, the General Motors fiftieth anniversary show and Hallmark Hall of Fame's "The Green Pastures."

Mickey Rooney's performance as Sammy Hogarth in Playhouse 90's "The Comedian" earned him a nomination for a best actor award in a single performance. Others were Lee J. Cobb, Peter Ustinov, David Wayne and Ed Wynn.

Performances on "Playhouse 90" shows by Polly Bergen as Helen Morban and Teresa Wright as Helen Keller's teacher in "The Miracle Worker" earned them best actress nominations. Also nominated were Julie Andrews, Helen Hayes and Piper Laurie.

DuMont Lab Has Annual Loss; Hopes for '58 Gain

Special to THE DAILY

CLIFTON, N. J., Mar. 13.—Allen B. Du Mont Laboratories, Inc., has reported a loss of $535,000 on sales of $43,582,000 for 1957. This compares with an operating loss of $5,149,000 for 1956 on sales of $47,401,000, which was reduced by a tax carryback to a net loss of $3,887,000. No tax carryback was applicable in 1957.

Although he expressed disappointment that the company did not attain profitable operations in 1957, David T. Schultz, president, in the annual report to stockholders, said much had been accomplished during the year.

"Major cost reductions have been effected," he said. "The quality of our products has been improved. Operations have been consolidated wherever possible to produce better and more efficient performance in all of our operations. While we are currently feeling the effects of the let-down in general business conditions, we are confident that, with the cooperation of all Du Mont employees, 1958 will be a profitable year for the company."

Schultz pointed out that all tube manufacturing had been consolidated in the company's Clifton plant, while all equipment manufacturing had been consolidated in the East Paterson, N. J., plant.

Commenting on the television receiver business, he said, "An important factor in the comparatively better showing of the company in the latter half of the year was the improvement in our television receiver operations. Our decision to concentrate on the quality end of the television set business produced profitable results for this operation after the introduction of the new merchandise in June."

On color television, Schultz stated, "Engineering development work has continued on the Lawrence single-gun color television tube under the company's arrangement with Chromatic Television Laboratories."

NBC Programs Made Available to Schools

The National Broadcasting Company has signed two contracts making available films of a number of the network's outstanding special projects television programs. The move is said to be designed to meet a growing volume of requests from schools, libraries and other institutions.

According to Donald B. Hyatt, under whose direction NBC's special projects division completed these arrangements, Encyclopedia Britannica Films will have the distribution rights for 25 half-hour films comprising the "Wisdom" TV series. The McGraw-Hill Book Company text films department will handle distribution of three feature-length special projects programs: "Three, Two, One—Zero," "The Twisted Cross," and "Nightmare in Red."

National Pre-Selling

"LIFE," in its March 10 issue, published an exhaustive study of "The Brothers Karamazov," and its 19th Century Russian author Dostoevsky. The motion picture editor assigned top photographer John Bryson to make color photos on the production sets. Bryson caught the gaiety, cruelty and beauty of the warm blooded characters in the Dostoevsky story.

"Life" used eight pages and a front cover spotlighting Yul Brynner to tell this story of Russian aristocrats, peasants, monks, intellectuals, women of low morals, women of high morals, sensualists, ascetics—each one bedelived by his own appetites. MGM took advantage of the editorial spread by placing ads in all the New York daily newspapers calling attention to the "Karamazov" story in "Life."

•

Anna Magnani brings excitement and vitality to anything she does. In the March issue of "Redbook," her latest picture "Wild Is The Wind" receives an upbeat review from the pen of Florence Somers. She says "it has an earthy realism reminiscent of the better Italian productions, and it is beautifully photographed."

•

"The Dairy of Anne Frank" is being produced by 20th Century-Fox with George Stevens as the director. The Hollywood Scene department of "Seventeen's" March issue reports on the casting of Anne Frank, the teenage heroine who perished in World War II but left her poignant diary to touch the hearts of the people of the world.

•

Patrick Dalton in the March 23 issue of "Parade" has quoted odds for the Academy Award. The winners will be announced three days after this magazine goes on the newsstands. He has selected "The Bridge on The River Kwai" as a 2 to 5 favorite to win the best motion picture "Oscar." Alec Guinness is quoted at 1 to 4 to win the best actor award. Six of the Academy Award nominees are on the impressive color cover of this issue of "Parade."

•

"Sailor in Need of a Tailor" is the title of a two-page pictorial spread on Mitzi Gaynor in the April issue of "Photoplay." She is being fitted for her Honeybun costume for "South Pacific." Mitzi said "Designer Dorothy Jenkins, who won two 'Oscars,' had to do some fancy stitching on the pants legs to keep me from toppling over when I took a step. I never dreamed so much effort went into a costume that didn't fit."

WALTER HAAS

The Young Lions

(CONTINUED FROM PAGE 1)

scheme faithfully. He moves easily from one thread of the story to the other, sustaining interest and buildng up suspense without any impression of jerkiness or discontinuity.

Of the three stories that are told the most fascinating is, ironically, that of the German, who on the screen is quite a different character from the one in the book. In the novel Shaw made his Nazi a cynic who became increasingly bitter through his war experiences and at the end had developed into a wanton murderer with no more regard for human life than a crazed beast.

In a bold switch—that turns out to be quite legitimate—Anhalt has reformed the hardened Nazi, softening him to the extent of having him realize the futility of war and the cause for which he has fought. The character becomes sympathetic. And the major reason the change comes off so well is that Brando is brilliant in the role. With his hair dyed blond and using a German accent that sounds extraordinarily authentic, he acts with a subtlety and scope that makes the audience accept him, first of all, as a human being.

This character will stimulate the audience's minds, but the one that will touch them emotionally is that played by Clift. This is Noah Ackerman as Shaw created him—a sensitive Jew who is subjected to cruel hazing in a Southern army camp. The episode in which he strikes back—by challenging four of the soldiers who have bullied him to separate boxing matches—is one of the strongest in the film. And his scenes with Hope Lange, as the girl he shyly woos and weds, are extremely touching to watch. Clift gives one of his best performances here in a long time, suggesting the vulnerability as well as the interior resources of a brave man.

The third leading character—the one that Martin enacts—is that of a show business personality who, angered at being drafted, first shirks his responsibility and later finds courage within himself in combat. This is the most conventional role and is given the least footage. But Martin makes the most of it and delivers a competent performance.

Among the females the best is Miss Lange, but May Britt has two memorable scenes with Brando as the wife of his superior officer who seduces the former while he is on leave in Berlin. Liliane Montevecchi is appealing as a French girl who hates the Germans and yet fraternizes with one, and Barbara Rush is pretty and forceful as Dean's girl friend.

Also standing out in a large cast are Maximilian Schell as Brando's captain, a thorough Nazi, and Arthur Franz as a sympathetic American lieutenant.

This superior film, as the trade knows, was the last to be produced by Al Lichtman, who died only a few weeks ago. Fittingly, it was photographed in CinemaScope, the process which he helped so much to make a success.

Running time, 167 minutes. General classification. Release, in April.

RICHARD GERTNER



Marlon Brando and May Britt shown in a scene from "The Young Lions"

PEOPLE

Karl Hoblitzelle, president of Interstate Circuit, Dallas, veste receive the Dallas Hospital Co Award at a banquet in the B Hotel, that city. The citation s that Hoblitzelle has assisted "pr cally every health movement in community."

□

Al Finestone, publicist and fo member of Quigley Publications torial staff, and for the past 15 y a member of the Paramount publ force, most recently specializing "The Ten Commandments" and " caneer," ends his association with company on March 31 as a r of the recently instituted reorga tion of the publicity department.

□

Bert Friedman, former audito Universal in Atlanta, is now bo in the company's office there.

□

Donald S. Stralem, of the Co bia Pictures board of directors, been elected president of the Fund of New York, Inc., for the 1958.

□

William Greene, Atlanta exhi has returned to his chores follo a protracted illness.

□

Bob Perilla, Columbia Pic column contact, has resigned, tive March 21, to open his own lic relations office. His first si contract is with Columbia.

J. C. Shanklin Dead

RONCEVERTE, W. Va., Mar —James C. Shanklin, former presi of West Virginia Theatre Man Ass'n., a Theatre Owners of Am affiliate, died here following a le illness. Shanklin, who was 74, op ed the Grand Theatre here. He up the Greenbrier Theatre in Ch ton and the Lewis, Lewisburg, se years ago. He is survived by his

Jacobs Off for Mosc

Arthur P. Jacobs, of Rogers, C & Jacobs, public relations orga tion, left here yesterday for Mos He is accompanying Bob Hope special screening of "Paris Holi under the auspices of the U. S. Department. Enroute to Mos Jacobs will stop at Copenhagen special screening of the Hope pic

Hi Peskay Dies

HOLLYWOOD, March 13 — neral services will be held tomo at the Home of Peace Cemeter Hi Peskay, 57, theatre manager Fox West Coast Theatres from to 1947, who died today followi nine-year illness. His son, daug two brothers and a sister survi

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 52 NEW YORK, U.S.A., MONDAY, MARCH 17, 1958 TEN CENTS

row Hearings

ndau Asks C Extend ption Time

's 'Interim Measure' Aid to TV Industry

Special to THE DAILY

ASHINGTON, Mar. 16.—Ely A. au, president of the NTA Film ork, on Friday took issue with the Barrow Committee's recommendation that option time be abolished and asked the Federal Communications Commission to adjust and extend option time periods if only as interim measure as one of the major steps oadening the base of today's tel- n industry.



ly Landau

ndau made his plea to the mission, which is conducting an ry into the radio and television ork broadcasting industry as well

(*Continued on page 4*)

usement Supply Here ing Out of Business

usement Supply Company here ng out of business after 32 years e equipment field, it was learned e weekend. President Joseph J. will henceforth devote his time s theatre interests.

tional Theatre Supply will take art of Amusement's inventory, will also hire some of its person- including Pear's brother, Harry, sales representative.

Television Today

Page 4

Exhibitors in South, Middle West Go All-Out in 'Oscar' Promotion

Exhibitors in the south and middle west are well along in their Academy Awards telecast promotion programs, MOTION PICTURE DAILY correspondents report. Competitors are joining with competitors in going all-out to sell the March 26 ceremonies as one of the biggest of industry events.

KANSAS CITY, Mo., The motion picture industry's sponsorship of the annual Academy Awards telecast will have the enthusiastic and wholehearted cooperation of Kansas City theatre managements.

Beginning this week, the local movie houses have started the showing of trailers announcing the Oscar ceremonies and urging patrons to watch the event. The theatres also will set aside space in advertisements for plugging the telecast.

Because of the hour at which the

(*Continued on page 2*)

Men Named 'Oscar' Feted by Schine

Special to THE DAILY

ALBANY, N. Y., Mar. 14. — One of the first promotions for the Academy Awards television program, March 26, to be announced in the area is an "Oscar Night" at Schine's Olympic in Watertown. Persons in the area with the name of "Oscar" have been invited to be the theatre's guests.

A special section of the first-run theatre will be reserved for them. The Oscar-tagged are asked to notify the management of intention to attend, by letter or telephone.

The Olympic and the Avon, also a Schine house, will close at 10 o'clock that evening to permit persons to view the televising of the awards ceremonies. Watertown papers have publicized the promotion already.

Selznick Closing N. Y. Office on April 1

The Selznick Company, Inc., will close its New York office April 1, it was announced by the company at the weekend. The distribution auditing facilities which have been operating there will be merged with the accounting department in the company's Hollywood office and the foreign accounting department will be moved to the London office under the direction of Douglas Brunger.

The reading department, one of the principal functions of the New York

(*Continued on page 2*)

Biggest Wage Dividend Planned by Eastman

Special to THE DAILY

ROCHESTER, Mar. 16 — A wage dividend of about $37,900,000 will be shared Tuesday by more than 50,000 Eastman Kodak Company employees in the United States. The payment this year is the largest since the wage dividend plan was begun in 1912. Eligible persons will receive $32 for each $1,000 they earned at Kodak during the five years 1953-1957.

Ricketson Urges More 'Oscar'-Type Publicity

From THE DAILY Bureau

HOLLYWOOD, March 16 — Frank H. Ricketson, Jr., vice-president National Theatres, on Friday declared in a statement issued to the press that benefits reaped by the industry from the annual Academy Awards event can be approximated three times each year by "three nationally-promoted events, each entirely different from

(*Continued on page 2*)

Columbia Buying TV Time For 'Kwai' After 'Oscar' Show

The Academy Award telecast over the National Broadcasting Company on March 26 will be closed to all but industry institutional plugs, but spots immediately following on individual stations are being bought up in considerable number by Columbia Pictures for the promotion of "The Bridge on the River Kwai."

Columbia has already contracted for spots following the telecast with more than 30 stations for filmed commercials and telops on the Sam Spiegel production. The company is trying to buy the time in every city where the film will be playing at the time of the telecast or opening within a few days. One-minute or 10- or 20-second spots are being bought, depending on availabilities.

On Ice

Arbitration Confronted By More Delays

Fiscal Problems Dim Chances for Long Period

The setting up of an industry arbitration system, an effort that has occupied some of the industry's best minds for the past 15 years, appears as far in the future as ever despite the latest concentrated efforts of distribution and exhibition representatives over the past 18 months.

Not only is there no solution in sight to the problem of arbitration of film availabilities, the issue on which the latest negotiations were stalemated, but some exhibitor leaders now say that a new problem, equally serious, has been added.

That is the matter of financing the establishment, administration and

(*Continued on page 2*)

Redstone Will Moderate TOA Promotion Forum

Sumner Redstone, vice-president of Redstone Drive-In Theatre, Boston will be moderator of the ticket selling forum at the Theatre Owners of America drive-in convention on March 26 and 27 at the Mark Hopkins Hotel in San Francisco, it was announced at the weekend by Roy Cooper and Abe Blumenfeld, co-chairmen.

The convention, timed for the eve of spring openings of outdoor theatres, will feature the forum, at which participant's "ticket of admission" will be one promotional stunt which paid off for them. Equipment and concessions forums also are slated.

MMPTA Names Delegate On Industry B-B Units

The Metropolitan Motion Picture Theatre Association has selected its president, Solomon M. Strausberg, as its representative to the executive committee of the all-industry business-building campaign. Leslie R. Schwartz will act as his alternate.

Harry Mandel, who has been a

(*Continued on page 4*)

PERSONAL MENTION

LOUIS A. NOVINS, president of International Telemeter Corp., will arrive in New York today from Hollywood.

•

JOHN DAVIS, deputy chairman and managing director of the Rank Organization, and KENNETH WINCKLES, joint assistant managing director, will arrive in New York on Wednesday from England and Canada.

•

MURRAY KAPLAN, Eastern division sales manager of NTA Pictures, will leave here today for Detroit and Cleveland.

•

JAMES HILL of Hecht-Hill-Lancaster, and his wife, RITA HAYWORTH, left New York at the weekend for London.

•

RUSSELL W. HADLEY, JR., Paramount's assistant managing director in Great Britain, will arrive in New York today from London.

•

M. J. FRANKOVICH, vice-president of Columbia Pictures International, has returned to London from New York and Hollywood.

Arbitration Delayed

(*Continued from page* 1)

maintenance of an industry-wide system of arbitration in the event all other problems could be resolved and a final agreement reached, clearing the way for the functioning of the system.

Unsettled business conditions, together with the impending drive for funds to finance the industry business-building campaign are pointed to as chilling the prospects of obtaining the required financing for an industry arbitration system, even if the way could be cleared to setting one up.

COMPO Finances a Factor

Further, there is the prospect that COMPO would require additional funds in the event it became engaged in any prolonged campaign for repeal of the remaining 10 per cent Federal tax on admissions, it was said.

These, the exhibitor spokesmen feel, would take precedence over financing of an industry arbitration system, virtually eliminating the latter's possibilities for the foreseeable future.

Meanwhile, it was learned, there has been no insistence on resuming the joint exhibitor-distributor meetings on arbitration at an early date, nor is there any indication that distributors are prepared to suggest a compromise solution of the availabilities problem when another meeting is held.

Allied States has taken the position that until distributors are ready to propose such a solution, it believes further meetings would be a waste of time. Exhibitors, Allied said, have proposed a dozen possible solutions, all of which have been rejected without an alternate proposal having been advanced by distribution thus far.

South, Mid-West Push 'Oscar'

(*Continued from page* 1)

show will begin on the west coast, no changes will be made by the theatres in the starting times of movie programs in order to end the showings for the start of the video event. In most houses, especially the key first-runs, television sets will be placed in lobbies, and some managers plan to serve doughnuts and coffee during the telecast.

Besides WDAF-TV in Kansas City, the Oscar show will be presented on television stations in Joplin, Springfield and Columbia in Missouri, and in Great Bend and Topeka in Kansas. Funds to advertise and show the program on these stations are being provided by Kansas and Missouri theatre organizations.

DENVER — Working on a small budget, the local committee of exhibitors handling the publicity for the March 26 event will spend money only for four ads of about 300 lines each, with each of the daily newspapers getting a two-day run, on March 25 and 26.

The committee has arranged with KOA-TV, the NBC outlet here, to give a few plugs for the show, but there is no money to buy any time on either radio or television here. Stories will be planted in the dailies and in weeklies wherever possible.

The Denver committee is made up of Paul Lyday, Denver Theatre manager, as exhibitor chairman, and Henry Friedel, MGM branch manager, as distributor chairman. The committee is composed of the following: Robert Sweeten, Centre Theatre; Fred Knill, Gibraltar Enterprises; Pat McGee, Tower Theatre; William Hastings, Orpheum Theatre; Mrs. Vera Cockrill, Denham Theatre; Jack Wodell, Paramount Theatre; and Dave Davis, Atlas Theatre.

DALLAS—Interstate, Rowley and Trans-Texas are again sponsoring an Academy Award Sweepstakes contest in cooperation with the "Dallas Morning News." Entry ballots went into distribution in 17 theatres here early in February.

As in former years, the "Morning News" will give the event full coverage on the amusement pages until the closing date of next Sunday. Participating theatres are using trailers to publicize the awards by urging patrons to enter and compete for the grand prize of $500. Second prize will be a one year pass for two to Interstate Theatres, and the third and fourth prizes will be passes to the Rowley and Trans Texas theatres.

Besides naming the winners in the various categories, Dallas contestants must state the reason for choosing the picture they feel will be named the Academy Award's selection for the best picture of the year.

Chicago Houses Not Closing; 'South Pacific' Opening On

CHICAGO, March 16. — Many neighborhood theatres here will cooperate with the Academy Awards telecast by plugging the March 26 event at every opportunity, but few, if any theatres will close for the night or end performances at 9 P.M., the hour at which the telecast will begin in the Central Time Zone, to encourage patrons to watch it.

A few will have television receivers tuned to the NBC channel for the convenience of patrons leaving the theatre while the telecast is on, but the fact that it starts at the peak time will find most Mid-western tres operating as usual.

The big news in the film world the night of March 26 will be premiere of Magna Theatres' "S Pacific" at McVickers Theatre.

Ricketson Pla

(*Continued from page* 1)

the other, so that there is no flict. For example, Academy Aw are held in March. In Septembe could promote American Film F val, or exposition. At the end of year the audience participation could be featured. Each event w have substance and national in and each would sustain interest.

Ricketson said a "rotation p could be adopted, with different ropolitan centers utilized each ye as to distribute emphasis and be

Selznick Office

(*Continued from page* 1)

office in recent months, will op under the direction of David V out of new offices not yet selecte

Miss Betty Goldsmith, long nick's New York secretary, aft short vacation will join the sta the Motion Picture Association.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 f Single copies, 10c.

IT'S GOT BOXOFFICE MUSIC! THE FIRST BIG MUSICAL TO SING OUT THE RHYTHM THAT'S SWEEPING THE NATION TODAY!



FERLIN HUSKY
ROCKY GRAZIANO
JESSE WHITE
FARON YOUNG
ROD BRASFIELD
JUNE CARTER
AL FISHER
AND
LOU MARKS
AND GUEST STAR
ZSA ZSA GABOR

14 BIG Country Music Numbers

Produced by RALPH SERPE and HOWARD B. KREITSEK
Story and Screenplay by H. B. CROSS · Directed by ALVIN GANZER
An AURORA PRODUCTION

OTHER SPECIALTIES
THE JORDANAIRES
LONZO & OSCAR
DRIFTING JOHNNY MILLER
BERNIE NEE
La DELL SISTERS

Country Music Holiday

A PARAMOUNT RELEASE

Television Today

IN OUR VIEW

THE Barrow Staff Report, authorized by and recently submitted to the Federal Trade Commission, has occupied this past week or two a great many hours of valuable executive time on the part of network officials seeking to answer, before the FCC, the proposals of the report. That Report would seem to have been concocted, undoubtedly in full conscientious sincerity, by a group of theoreticians. But, when subjected to the hard and realistic bright light of practicality it fails to meet the requirements of today's economic television facts of life.

Leonard Goldenson, head of the ABC operation through AB-Paramount; Dr. Frank Stanton, president of CBS; Robert W. Sarnoff, president of NBC, and many key members of their staffs have submitted carefully detailed answers to the FCC in connection with the Barrow Report. We quote here from the submission of Mr. Sarnoff, since it was one of the most recent of the replies offered in testimony during the hearings conducted by the FCC relative to the Barrow Report.

•

There is a degree of succinct punch in several of the Sarnoff points which will do with a bit of repetition. Adoption of the proposals, he told the FCC, would impair, might even eventually destroy, the networks' ability to function. He described the network functions thus: "the furnishing of a comprehensive national program service to the public and affiliated stations and the delivery of national circulation to the advertiser."

To our mind, one of the most telling arguments submitted by Mr. Sarnoff is his contention that these functions of the network are being successfully and satisfactorily performed "*in a framework of intense competition among networks and between the network medium and other national media.*" We would like to employ all the devices of the printer's art to emphasize that phrase. It is essentially the key to the American system, and must be protected at all costs.

•

Mr. Sarnoff hangs the Barrow Report by its own rope when he cites the fact that the Barrow recommendations are not based on evidence that the present system is failing, or lacking, or grossly inadequate. Rather they seem, he says, to advance a "social and economic philosophy — what is strong should be weakened, what is big should be fragmentized, and what is secure should be made insecure."

We have said in this space before, and continue to say at this pertinent moment, that "bigness" of itself is not wrong, that in a very real sense "bigness" has been the basis of the magnificent and daring advancements we in this country have enjoyed. It is only by reason of the comfortable resources which size permits that the chance may be taken without the risk being too great, the research undertaken which results in progress.

The Barrow Report would destroy certain of the basic operational procedures which have grown up by economic necessity in network television, and which have contributed so markedly to the successful operation of the television networks. FCC implementation of the Report's recommendations would be a seriously short-sighted policy.

Let us hope the FCC exercises intelligent judgment in the matter.

—*Charles S. Aaronson*

Landau Asks

(*Continued from page* 1)

as studying an exhaustive analysis of the subject submitted by the Barrow Committee, Landau declared:

"We should like to recommend to the Commission an adjustment of option time, rather than its abolition. However, we also believe that what is needed is a more equitable method of allocating these option hours."

Points to Public Service

"It is perhaps paradoxical that we do not agree with the Barrow Committees recommendation that option time be abolished, especially since we have never enjoyed the built-in advantages of option time ourselves. We are in complete accord with the principle of option time. To totally deprive todays networks of the guaranteed exposure that enables them to enlist the all-important financial support of the national advertiser would, in our opinion, hopelessly sabotage the great broadcasting organizations which have made television a powerful advertising medium, and more importantly, a tremendous source of entertainment and public service to the citizens of the United States.

"With the foregoing in mind, as an interim measure only, we respectfully suggest that the Commission explore the possibility of an extension of network option time hours in the light of conditions that exist in the broadcasting industry today.

SG Names Stone

Frank Stone has been named Southern area manager of Screen Gems, it was announced by Jerry Hyams, director of syndication for the Columbia Pictures' TV subsidiary. Stone, making his headquarters in Miami, will have charge of sales in the East Coast states from Virginia to Florida and also Alabama.

REVIEW:

Teacher's Pet

Paramount—VistaVision

HOLLYWOOD, Mar

THE NORMAL relationship between teacher and pupil plays truant in hilarious, yet thought-provoking film treatise on the newspaper busi especially since bright, lovable Doris Day is the teacher and the pe nial glamor-boy, Clark Gable, becomes involved as her star pupil. and Michael Kanin's well-written screenplay is sharp in conveying need for education to facilitate experience. Complementing the scr play, George Seaton's direction is loaded with warm, human touches copious belly-laugh bits that will long be remembered. What Gable that earned for him the title of "the king," he demonstrates in thi still has, and he can wear his crown with a tilt for his ingratiating formance as the "self-taught" city editor of a metropolitan newspa

Cast-wise, producer William Perlberg and director Seaton put Young into the co-starring role of a college professor-author-psychol to spark a jealous rivalry on Gable's part for Miss Day's attention; Mamie Van Doren's brief but effective appearance as a curvac blonde nite club entertainer, with a suggestion of intimate frienc for Gable, add a big plus to the entertainment quotient of the Young's hangover sequence is one of the funniest ever to hit the sc Coupled with his gentle, easy manner in turning "cupid," it mark important step-up in his career.

As exploitation insurance for this potential big grosser, Perlberg gaged the services of well-known newsmen and women from ma the nation's leading newspapers for atmosphere appearances in the

In addition, disc jockey exposure of Joe Lubin's title tune, a ca rhythmical number, should prove popular with the teen-age patro

THE STORY GETS underway when hard-bitten city-editor Gable himself unwittingly drawn into enrollment in a college journalism before which he was to have appeared as a guest lecturer. Miss seethes at a letter of refusal from Gable, which she reads to the Attracted to teacher Day, Gable changes his name and finds it venient to endear himself as her best student. Despite his knowl of the newspaper business, Gable, who never graduated from high sc is made aware of the need for education, and is confronted with "new approach" to newspaper reporting. With radio and tv giving news, he realizes the need for "thought" behind newspaper stories.

Gable embraces Miss Day during some after-school work, w establishes her attraction to him, although she has been seeing Y regularly. During a nite club scene, Gable proceeds to spike Yo drink in order to belittle him in Miss Day's eyes. Young passes out; after putting him to bed, Gable takes Miss Day home, where he l that she was the daughter of an eminent newspaperman and N prize winner. He plans to reveal his true identity, but Miss Day l about it first from his newspaper publisher.

The misunderstanding is cleared up in Young's apartment after a in which Gable tells Miss Day why her father, who once ran a bi-w small town newspaper, could never run a big-time daily. In a h warming climax, Vivian Nathan, mother of copy boy Nick Adams, t Gable for firing her boy so he could continue his education, as C assures her that a job will be waiting for him when he's ready.

Running time, 120 minutes. General classification. Release, in Apri

SAMUEL D. B

C. J. Tevlin Files Damage Suit Against Hughes

From THE DAILY Bureau

HOLLYWOOD, Mar. 16. — C. J. Tevlin, long an associate of and executive for Howard Hughes in his motion picture projects, has filed suit in Los Angeles Federal District Court against the Hughes Tool Company for non-payment of salary, violation of state Labor Code and personal damages.

The suit, which states that Tevlin's employment was terminated last July 15, asks damages totalling $226,083, and alleges that the defendant re to return personal property, n files and records.

The Hughes-Tevlin relatio dates from 1939 and spanned ma ement of the RKO studio by T during successive Hughes regim

MMPTA Delegate

(*Continued from page* 1)

member of the business-buildin erating committee from its ince in his position as chairman o COMPO press relations comm will be MMPTA's official repres tive on that group.

What clicks at the box office?



JAMES GARNER, starring in DARBY'S RANGERS. A Warner Bros. Production.

NATIONAL PROJECTOR CARBONS
TRADE-MARK



"NATIONAL" CARBON ARC
brightest man-made light!

bring out exciting realism!

"National" carbon arcs match the sun's color balance. That means your audience can enjoy all the realism Hollywood puts on film. Deep colors come to life. Wide, wide screens show sharpness in every detail. For drive-ins, life-like images travel hundreds of feet. Indoors, picture brightness permits adequate house lighting.

These slower burning "National" Projector Carbons help cut operating costs: "Suprex" 7mm, 8mm, and 9mm carbons — 10mm, 11mm and 13.6mm High Intensity Carbons.

UNION CARBIDE

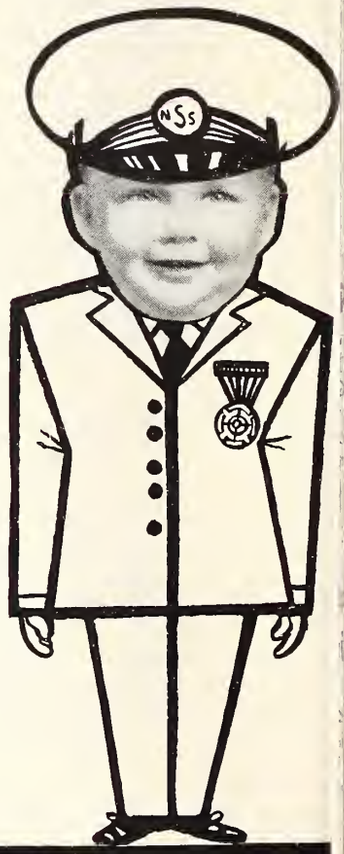
The terms "National", "Suprex" and "Union Carbide" are trade-marks of Union Carbide Corporation

NATIONAL CARBON COMPANY • **Division of Union Carbide Corporation** • ***30 East 42nd Street, New York 17, N. Y.***

SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • **IN CANADA:** Union Carbide Canada Limited, Toronto

THE DOUGHBOY GETS A MEDAL!

With all the prize-winning war pictures coming to your theatre, the Prize Baby thought you might like to see his most recent citation for expert marksmanship. • Received in service for trailer performance beyond the call of duty, the Prize Baby is in on every theatre engagement—aiming for increased patronage and grosses. • Accounting for $429 out of every $1,000 taken in at the boxoffice*, trailers hit the bull's eye with far greater efficiency than any other advertising medium—and for a trifle in comparative cost.



* *From the Movie Market Trends, Issue 88, dated Dec. 2, 1957. Figures were compiled nationally by Sindlinger & Co. for a group of its nationwide theatre clients to determine the impact of trailers on ticket sales. Copies available on request.*

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

83, NO. 53 NEW YORK, U.S.A., TUESDAY, MARCH 18, 1958 TEN CENTS

h Court Rules

ɔew's Wins 'Gaslight' ırody Suit

Vote, However, Means ad Precedent Not Set

By J. A. OTTEN

ASHINGTON, March 17—A Su- e Court tie vote today gave 's Inc. victory in its copyright ıgement suit against Jack Benny, and the American Tobacco Co. ew's charged that a Benny tele- program burlesquing the film light" was in infringement of the 's copyright on the film. Loew's in the lower courts, and Benny CBS appealed to the Supreme t.

ɔday the court announced that Justice Douglas taking no part,

(*Continued on page 8*)

G, Producers Settle Filmed-Commercials

From THE DAILY Bureau

OLLYWOOD, March 17—Screen rs Guild secretary Jack L. Dales v announced that an agreement been reached with the principal rtising agencies and independent producers on terms for a new act covering actors, singers and

(*Continued on page 8*)

tish Unions Ban ısical 'Black Work'

ıe British Film Industry Em- es Council, representing the ma- rade unions concerned with film ing in Great Britain, has request- ts members not to handle "black " which may be offered there

(*Continued on page 8*)

Television Today

Page 8

Third Todd-AO Production

Month-Long, International Debut Dates for 'Pacific'

("South Pacific" Pictures and Stories on Pages 6 and 7)

A score of premiere engagements—from New York City to Brussels, Belgium —scheduled for the next 30 days, will launch the world-wide distribution of Rodgers & Hammerstein's "South Pacific" in Todd-AO, it is jointly announced by Martin Sweeney, Jr., in charge of domestic distribution, and Albert Leonard, in charge of foreign distribution for Magna, distributor of the third Todd-AO wide-screen production.

Rodgers & Hammerstein's "South Pacific" will have a dual world premiere at the Criterion Theatre in Times Square tomorrow night for the benefit of the Police Athletic League, and on Thursday night, for the benefit of the United States Navy Marine Corps Memorial Stadium fund.

The presentation is a Magna production directed by Joshua Logan, and produced at 20th Century-Fox under the supervision of Buddy Adler. Ninety per cent of the color by Tech-

(*Continued on page 6*)

Announce Panelists for TOA Drive-In Meeting

Speakers from all sections of the country will be featured on the three major panels at Theatre Owners of America's Drive-In Convention at the Mark Hopkins Hotel in San Francisco, March 26 and 27, it was announced yesterday by Abe Blumenfeld and Roy Cooper, co-chairmen for the meeting.

Sumner Redstone, vice-president of Redstone Drive-In Theatres of Boston,

(*Continued on page 2*)

Col. Exploitation Under Kahn; Silver Promoted

Richard Kahn has been named exploitation manager of Columbia Pictures, and Herman Silver advertising copy chief, it was announced yesterday by Robert S. Ferguson, director of advertising, publicity and exploitation. Kahn joined Columbia from

(*Continued on page 2*)

'Oscar' Show on Columbus TV By Popular Demand

Special to THE DAILY

COLUMBUS, O., Mar. 17 — Reversing an earlier announcement that the Academy Awards telecast will not be carried here, local Crosley TV outlet WLW-C now reports that arrangements have been made with local advertisers to relinquish their time so that the "Oscar" show can be presented.

The station was "deluged" with requests from listeners that the ceremonies be shown, according to general manager James Leonard.

A similar situation existed in Dayton and Cincinnati, and efforts to reschedule the 'Oscar' broadcast in the latter city on an alternate station there have also been successful.

TOA Offers Record Album to Members

Theatre Owners of America has arranged to supply its members with a 45 rpm album of 10 records (20 sides) for use in indoor theatres and drive-ins. The package is being made available to TOA members only for a total delivered cost of between $6 and $8, with the number of orders received to determine the final price. The records are all-music, with no vocals.

In announcing the album TOA

(*Continued on page 2*)

Todd, Back from Russia, For Cultural Exchange

From THE DAILY Bureau

HOLLYWOOD, March 17. — In his first public expression since returning from Russia, Mike Todd today told 1,500 students at U.C.L.A., whom he was invited to address, that the U.S. must get down to hard work on cultural exchange activity, instead of just talking about it, because Russia is far ahead in that field. In his talk, "Cultural Exchange or Propaganda," Todd declared the Russian people see more motion pictures than any other

(*Continued on page 8*)

Set for April

Cleveland To Launch Big B-B Program

Will Use Several Media Over Six-Months Period

Special to THE DAILY

CLEVELAND, Mar. 17. — Exhibitors in the greater Cleveland area are well along in their plans for a joint local business building program, and have delegated a committee headed by Louis Weitz, executive secretary of the Cleveland Motion Picture Exhibitors Association, to begin developing the campaign.

Theatre owners and managers representing more than 80 theatres here met late last week at Loew's Ohio Theatre, and gave their undivided approval of the program, as it was out-

(*Continued on page 2*)

Gibbs Named Director Of MGM-TV Division

William R. Gibbs has been appointed director of MGM-TV's commercial and industrial division, it was announced yesterday by Charles C. Barry, vice-president in charge of television for Loew's, Inc.

Gibbs will assume his new post on April 7.

For the past two years Gibbs has been television commercial production supervisor for Young & Rubicam, San

(*Continued on page 8*)

FCC Network Hearings Are Recessed Until Next Week

From THE DAILY Bureau

WASHINGTON, March 17. — The Federal Communications Commission network study hearing recessed today until early next week, because the commissioners are expected to testify this week before the House Commerce Legislative Oversight Subcommittee.

RKO Teleradio Pictures will probably be among the first witnesses when the network study hearings resume.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, will leave New York today for the Coast.

•

PAUL LAZARUS, JR., Columbia Pictures vice-president in charge of advertising-publicity, was forced to cancel his scheduled weekend departure for London after being stricken with a virus. He is recuperating at home.

•

NORTON V. RITCHEY, president of Allied Artists International, will leave here today for Japan on the first leg of a world tour.

•

HARRY L. MANDELL, vice-president of American Broadcasting-Paramount Theatres, is in New York from the Coast. He will visit 12 key cities of the nation.

•

MILTON SALZBURG, head of the non-theatrical division of NTA Pictures, left New York yesterday for Chicago.

•

MARC SPIEGEL, Hecht-Hill-Lancaster vice-president in charge of foreign operations, will leave New York today for Paris.

•

JAMES J. LARKIN, theatrical sales representative for B.O.A.C. returned to New York yesterday from the Coast.

•

SIG MAITLESS advertising and promotion consultant will return to the coast today from New York.

Schary Hits 'Rumors' In Press on M-G-M Post

Dore Schary, former head of production at Metro-Goldwyn-Mayer, refers to "rumors" that circulated at the time of his ouster from the studio as "downright lies," in an article devoted to his Broadway "comeback" with the play "Sunrise at Campobello" in the current issue of Look magazine.

Schary declares that he remained silent "when they said I didn't make money for the studio, and when they made other charges. But when they criticized me for political activity, I refused to abandon principle. I told them I was a citizen long before I became head of MGM."

In Hollywood, yesterday, Schary confirmed the report of his return to the production field, disclosing that he will independently produce a new version of "Miss Lonelyhearts," based on the play and novel from the pens of Howard Teichman and Nathaniel West.

B-B Program

(*Continued from page* 1)

lined by Weitz, whose committee has been exploring campaign plans for the past three months. Besides getting the whole-hearted approval of representatives of first-run, neighborhood and drive-in theatres, Weitz also received a promise of support from Perry Carter, business manager of Local 160, IATSE.

Plan Saturation Drive

In general, the committee plans to work out a calendar saturation campaign, hitting the Cleveland area in one medium at a time over a period of about six months. Media suggested are billboards, ballyhoos, merchant tie-ups, automobile bumper strips, window cards, etc. "It is our responsibility," according to Weitz, "to re-establish the movie habit, and our campaign must be so designed as to reach as many people as possible and as often as possible."

To accomplish this, Weitz has called on a "do-it-yourself" effort, with every theatre owner and manager handling his own area. Having received the unanimous support of the exhibitors in the general campaign plan, the committee will now outline the plan in detail, submit the approximate campaign cost, estimated at $15,000 minimum, and manner of assessment. Industry members will be notified periodically as to planning developments. Weitz says that the campaign should get under way in April.

Composing the organizing committee in addition to Weitz are: Horace Adams, national Allied president; Frank Murphy, Loew's Theatres division manager; Ted Barker, Loew's publicity department; Dick Wright, Warner theatre district manager; Jack Silverthorne, Hippodrome manager; Perry Carter; Lewis Horowitz, Washington circuit; Marshall Fine, Associated circuit; and Sam Schultz, Selected circuit.

Columbia Exploitation

(*Continued from page* 1)

Buchanan & Co. in 1955, serving first in the pressbook department. Silver entered the motion picture industry in 1937 in the publicity department of Loew's Theatres and went to Columbia in 1945.

TOA Offers

(*Continued from page* 1)

stresses it is composed of public domain music and no ASCAP or BMI license fee is required. TOA is also prepared to have new albums of public domain records available every six months.

Film-Firm Membership On ASCAP Board Hit

From THE DAILY Bureau

WASHINGTON, March 17. — A small music publisher said today control of ASCAP by firms owned by film companies keeps it from operating for the general good of its members. The charge was made before a House Small Business subcommittee by Ralph S. Peer, who owns four small music publishing companies. The subcommittee is investigating complaints that ASCAP works out to the detriment of small members.

"Today the film-owned publishing houses constitute the strongest block within the ASCAP board and in effect control, in negative fashion, the ASCAP board," Peer said. "It is noteworthy that for the past several years no serious effort has been made by ASCAP to collect performing fees from motion picture theatres not employing live talent."

He urged that ASCAP rules be changed to eliminate from the board any firms which not only publish music but also use music.

Phila. Theatre Drops Cinerama Temporarily

Special to THE DAILY

PHILADEPHIA, Mar. 17.—Stanley Warner's Boyd Theatre, which from its inception has featured the Cinerama productions, will return to regular films at the end of the month. "Search for Paradise" closed yesterday. The Cinerama production ran only 22 weeks, the shortest stay of any of the Cinerama offerings. With the availability of a new Cinerama feature, it is expected that the Boyd will again become a Cinerama house.

Batliner Casting Head At U-I; Succeeds Baur

From THE DAILY Bureau

HOLLYWOOD, March 17 — William Batliner yesterday was appointed Universal-International studio casting director, succeeding Jack Baur, resigned. Batliner, who was Baur's top assistant, will assume his new duties Monday.

'Summer' Grosses Big

Jerry Wald's "The Long, Hot Summer" did "outstanding" business in its domestic openings engagements last week, 20th Century-Fox reported yesterday. At four theatres in Los Angeles, it grossed $34,904 for Friday, Saturday and Sunday—reported to be comparable to "Peyton Place" since the latter played at advanced admissions. Also, in New Orleans at the Sanger the picture took in $11,693 in the same three days and at Lake Charles, La., racked up $2,948 in three days.

TOA Panelis

(*Continued from page* 1)

will moderate the ticket selling fo on March 26. Panelists will inc Harold Field, Pioneer Theatre, Louis Park, Minn.; Edward St Lippert Theatres, San Francisco; Paul Krueger, Wehrenberg Thea St. Louis. A panel on drive-in ec ment will be held the following m ing, with Hal Neides of Blume Theatres of San Francisco as erator. Panelists will be Robert W of National Theatre Supply, J Barry of Western Theatrical Su and Robert W. Bemis of W. G. I dey Company.

George G. Kerasotes, senior a ant to TOA president Ernest G. lings, will be moderator of the cluding session during the after of March 27. The concessions f will have the following panelists: ros J. Pappas, Alliance Amuse Company of Chicago; Charles B man, Rowe Manufacturing Co.; W Turpie, Manley, Inc.; William David, Sunnymount Theatres; Gillette; B. G. Manheimer, U Theatre Supply; James Reed, B Theatres; and Ike Rubin, Rubin pany.

Johnston in Speech

PALM SPRINGS, Calif., Mar. Eric Johnston, foreign aid advis President Eisenhower and pres of the Motion Picture Associatio America, spoke on the United S mutual security policy before a eral agents confcrence of the M chusetts Mutual Life Insurance pany here today.

Vito Cuttons Dies

TACOMA, Wash., March 17.– Cuttons, 60, owner of the Cameo atre here, is dead of a heart at He was also a former owner of Parkland Theatre.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE BROTHERS KARAMAZOV"
starring YUL BRYNNER
MARIA SCHELL • CLAIRE BLOOM
An M-G-M Release • In METROCOLOR
and SPECTACULAR STAGE PRESENTATION

YOU GET 'EM FAST
YOU G 'EM RIGH
When You Your Spec
TRAILE
From Good Depen
FILMA
NEW YORK 630 Ninth Avenue
CHICAGO 1327 So. Wabash

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor. Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.

PREPARE RIGHT NOW FOR THE PERFECT SHOW IN TODD-AO!

Premiere Engagements:

NEW YORK — MARCH 19th
Criterion

MIAMI BEACH — MARCH 24th
Sheridan

PHILADELPHIA — MARCH 26th
Midtown

CHICAGO — MARCH 26th
McVickers

WASHINGTON — APRIL 1st
Uptown

BALTIMORE — APRIL 1st
New

CLEVELAND — APRIL 2nd
Loew's Ohio

PITTSBURGH — APRIL 7th
Nixon

BOSTON — APRIL 8th
Saxon

DETROIT — APRIL 9th
United Artists

DALLAS — APRIL 15th
Winwood

ST. LOUIS — APRIL 16th
Pageant

RODGERS & HAMMERSTEIN'S

SOUTH PACIFIC

COLOR BY TECHNICOLOR

PRODUCED BY
BUDDY ADLER · DIRECTED BY **JOSHUA LOGAN**

SCREENPLAY BY
PAUL OSBORN

STARRING
ROSSANO BRAZZI · MITZI GAYNOR · JOHN KERR

Featuring RAY WALSTON • Juanita Hall

A MAGNA PRODUCTION · PRODUCED AT 20th CENTURY-FOX

Congratulations to . . .



to . . . **BUDDY ADLER**

for a great production achievement

to . . . **JOSHUA LOGAN**

for his magnificent direction

to . . . **MAGNA THEATRE CORPORATION**

for distributing

"SOUTH PACIFIC"

The Perfect Show in

TODD-AO

UNITED ARTISTS THEATRE CIRCUIT, INC.
METROPOLITAN PLAYHOUSES, INC.
ROWLEY UNITED THEATRES, INC.
RANDFORCE AMUSEMENT CORPORATION
SKOURAS THEATRES CORPORATION

PROGRESS WITH TODD-AO

OUTSTANDING PICTURES IN THE TODD-AO PROCESS

AND NOW

Rodgers and Hammerstein's
OKLAHOMA

Mike Todd's
AROUND THE WORLD IN 80 DAYS

Rodgers and Hammerstein's
SOUTH PACIFIC

"UND THE WORLD IN 80 DAYS"
in
45 TODD-AO THEATRES
n U. S. and Canada grossed over
$17,200,000
as of Jan. 7, 1958

"OKLAHOMA"
in
O TODD-AO THEATRES
. S. and Canada grossed over
$11,500,000

"ACADEMY TECHNICAL AWARDS"

Pictures made in the TODD-AO PROCESS have won seven Academy Awards, including the following two:

BEST PHOTOGRAPHY · AROUND THE WORLD IN 80 DAYS
BEST SOUND · OKLAHOMA

ACADEMY AWARD SOUND PLUS
ACADEMY AWARD PHOTOGRAPHY =THE TODD-AO PROCESS

"TODD-AO THEATRES"

55 Theatres in 50 of the most important cities in the United States and Canada now completely equipped with 70mm projectors and 6 channel sound.

20 Theatres now are being equipped for exhibition in the TODD-AO PROCESS abroad.

A TOTAL OF 75 THEATRES COMPLETELY EQUIPPED FOR TODD-AO.

A MINIMUM of one-hundred theatres will be completely equipped for the showing of SOUTH PACIFIC.

"MODERN EQUIPPED STUDIO"

TODD-AO has the finest road-show theatres throughout the world.

TODD-AO has a modern equipped studio in Hollywood, complete with Academy Award winner 6 channel sound recording equipment, complete complement of 70mm cameras and lenses — staffed by competent 70mm technicians in sound and photography.

"SAME NEGATIVE FOR 70mm AND 35mm"

From one TODD-AO 70mm negative you make 70 mm prints for road-show presentation and 35mm prints in any deemed aspect ratio for subsequent release after the road-show engagements.

TODD-AO gives you the PLUS at the boxoffice to road-show pictures at advanced admission prices.

TODD-AO has successfully launched and proven the new road-show era in the motion picture industry.

TODD-AO

Opened in '49

'South Pacific' Among Best Loved Musicals

"South Pacific," a Pulitzer prize-winning musical play that has been called one of the really great musicals of all time, returns to Broadway in the motion picture medium almost nine years to the day after its original stage debut.



Buddy Adler

Magna Theatres' $6,500,000 film production of the Richard Rodgers - Oscar Hammerstein II play in Todd-AO opened a try-out week in New Haven, March 7, 1949, followed by a three weeks engagement at the Shubert Theatre in Boston starting March 15, then opened in New York on April 7. It ran just under five years and won virtually every stage award offered.

In addition, the National Company played 40 of the 48 states and Canada; London and Australian companies had lengthy runs, and it was put on by numerous summer stock, municipal opera, little theatre and music tent shows. It had revivals in New York and on the West Coast.

Wanted Adler Particularly

Hammerstein said that the exceptionally fine jobs which had been done by Buddy Adler, 20th Century-Fox head of production, on his and Rodgers' "The King and I" and "Carousel" convinced them that he should produce "South Pacific." It was also their wish that the property be produced in Todd-AO. Joshua Logan, who directed the stage play, was signed to direct the film version.

After seeing a rough cut of the picture, Hammerstein said "I never really saw 'South Pacific' before." The picture is an extension of the play.

In Key Roles in 'South Pacific' Bow



George Skouras



George Schaefer



E. C. Grainger

'Pacific' in Worldwide Debut

(*Continued from page* 1)

nicolor, wide-screen, six-channel Todd-AO sound picturization was photographed on location on the island of Kauai, in the Hawaiian group, recognized as the garden island of the South Pacific. All engagements of "South Pacific" will be on a road-show policy with reserved seats only.

Magna is the company which pioneered and developed the Todd-AO process and presented it to the world with its first production of "Oklahoma!" It is the world-wide distributor of the Todd-AO version of "South Pacific," the third picture made in this process. "Around the World in 80 Days" was the second. George P. Skouras is head of Magna.

Dual Premiere in Miami

Duplicating the New York premiere and establishing a national pattern for launching "South Pacific," the Sheridan Theatre in Miami Beach will stage a dual premiere, the first on Monday, March 24, for the benefit of Boys Towns of Italy, and a second on Tuesday, March 25, for the U. S. Navy Marine Memorial Stadium.

McVickers Theatre in Chicago will duplicate New York City and Miami Beach by having its first premiere on Wednesday night, March 26, for the benefit of the Boys Towns of Italy, and the second premiere on Thursday night, March 27, for the benefit of the Navy Marine Memorial Stadium.

Following more or less an identical pattern, Goldman's Midtown Theatre in Philadelphia will have two premieres, one on Wednesday, March 26, and another on Thursday, March 27.

The Uptown Theatre in Washington, D. C., and the New Theatre in Baltimore will premiere the picture on Tuesday night, April 1. Loew's State in Cleveland will have its premiere on April 2, and the Nixon Theatre in Pittsburgh on Monday, April 7. Ben Sack's Saxon Theatre in Boston will have the New England premiere on Tuesday, April 8, and the Winwood Theatre, Dallas, will have the Southwestern premiere on Tuesday, April 15.

The Pageant Theatre, St. Louis, operated by the St. Louis Amusement Corp., will introduce Todd-AO for the first time in the St. Louis area by premiering "South Pacific" on Wednesday, April 16.

Under the auspices of the U. S. Department of State, it will be premiered in continental Europe at the Pavilion of the Brussels' World Exhibition on May 1.

Criterion Changes for 'South Pacific' Run

For the New York presentation of "South Pacific," the Criterion Theatre has required little change beyond installations for the Todd-AO 70mm projection, and six-track sound. Two Todd-AO-Philips projectors, complete with pedestals, optical and magnetic soundheads, etc., replace the standard equipment. Existing lamps, Peerless Hy-Candescents, are being continued in service, however, with modification for the wider aperture.

A Raytone moderate-gain screen has been installed within the arch for a picture 46 feet wide, in a ratio of about 2-to-1. With a throw of 113 feet, it has a curvature of 6 feet from the chord at the center. Increase of picture size has resulted in removal of the first two rows of seating.

For sound, five screen channels and one for 12 speakers around the auditorium have been installed by Altec Service, with Fred J. Pfeiff representing Todd-AO. Projection installations were under the supervision of T. P. Prendergast of Todd-AO.

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Rapid Growth

Theatres Wi Todd-AO Ne 100 in Numb

Indications are that before th round of territorial premieres and abroad of Rodgers & Ha stein's "South Pacific" in Tod has been completed, the numb theatres equipped with the screen, six-channel sound syste pass the 100 mark. The numb such theatres already exceeds 8 multi-installations are in progr

George J. Schaefer, veteran bution executive and producers resentative, who is the new pre of Todd-AO Corp., pointed ou more and more cities, such as York, San Francisco, Chicago, ton, Los Angeles, Philadelphia, more and Washington, have than one Todd-AO equipped th

Eight in Britain

Additionally, at least eight in tions are nearing completion i United Kingdom and on the nent in consequence of a visit in the interests of "South Paci George Skouras, president of M world distributor of the prod during the past winter.

Recently, Edmund C. Gr veteran theatre executive, was vice-president of Todd-AO Co charge of theatre activities. H replace L. D. Netter, Jr., wh leave that post April 1.

Producers Sold on Mediu

Thoroughly pleased with th duction and theatre presentati sults of their musical "Oklaho Todd-AO, Richard Rodgers and Hammerstein II long ago deci would be the only system in they would permit their "Sout fic" to be produced.

The system was developed group of scientists working und direction of Dr. Brian O'Brien, president of American Optical the early stages of developme research work was given the unl support of Magna Theatre Co Skouras. An average installatio about $25,000.

Six-Channel Sound Track

In Todd-AO, the photog angle of coverage through lenses ranges in size from the wide-angle "bugeye" down t the 64, 48 and 37° lenses u specially designed convertible era so constructed that all four A0 lenses can be used interchan thus eliminating the need for tional cameras for each scene Todd-AO has perfected the negative film 65mm wide, aff 3½ times the photographic a the standard 35mm film. Th shown in the theatres is actual mm wide to allow for the six nel hi-fidelity orthosonic sound

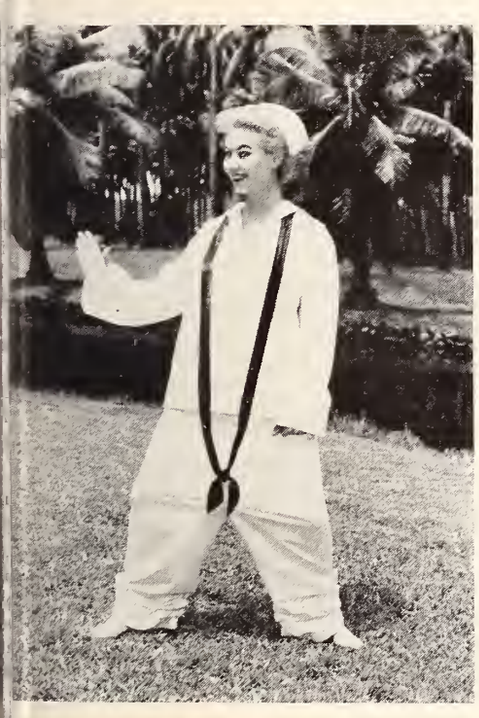
South Pacific"





Mitzi Gaynor, above, as Nellie with native children, and, at left, in the amateur show within the show.

The memorable "I'm gonna wash that man right out of my hair" number sung by Mitzi Gaynor





France Nuyen, left, as Liat and John Kerr as Lt. Cable.

Rossano Brazzi as Emile and Mitzi Gaynor as Nellie in a romantic high spot.

Juanita Hall, below, as Bloody Mary meets Ray Walston and the U. S. Navy.





Television Today

Loew's Wins

(*Continued from page* 1)

the court split four to four on the case. A tie vote automatically sustains the low court judgment, giving Loew's the victory.

The tie vote, however, means that the court has not yet set any broad precedent in the field on the basic issue presented by the case of whether a burlesque or parody of a copyrighted work is an infringement of the copyright. While the vote gives Loew's the victory in this particular case, there will have to be a later suit to establish the broad principle one way or the other.

Suit Filed in 1953

In January 1952 Benny was featured in a live TV parody of "Gaslight." The program was sponsored by American Tobacco over CBS. Loew's protested, and when, in May, 1953, Benny began preparing a filmed parody of "Gaslight," called "Autolight," Loew's brought suit.

The district court and the court of appeals both found that a copyright infringement did exist. Benny, CBS and American Tobacco then appealed to the Supreme Court, claiming that parody was a form of criticism and did not constitute copyright infringement. They later told the justices that the effect of the lower court decisions had been practically to eliminate all parody from the airwaves, and that parody and burlesque were vital arts which should be preserved. Loew's argued that the lower courts were right, and that if CBS and Benny wanted relief, they should ask Congress to change the copyright law.

Brief Order Entered

The high court today noted its action in a brief order, giving no indication of how or why the individual justices had voted, or why Justice Douglas had abstained.

The court had not only heard oral argument on the case but had later gone to the rather unusual extent of viewing both the original film and the TV parody version.

'Drum' Series Set

"Jefferson Drum," a new series starring Jeff Richards as a newspaper editor in a lawless gold-mining town of the West, will start on NBC-TV Friday, April 25 (8-8:30 P.M., EST).

Flamingo Completes National Sales Staff

As part of an expansion program Flamingo Telefilm has completed organization of a sales staff which will operate out of offices in New York, Philadelphia, Atlanta, Chicago, Dallas and Los Angeles. New personnel are: Ed Palmer, director of station relations; Jeff Davis, southern regional manager; Ken Rowswell southwestern regional manager; Julian Ludwig, west coast manager, and Robert Conn, eastern manager.

The company has purchased the television rights to "Sudden Fear," RKO release starring Joan Crawford and Jack Palance and released in 1953.

ABC Sticking to Usual Time When DST Starts

ABC Television this year will expand its system to maintain most programs in their regular time periods during Daylight Saving Time, Donald S. Shaw, Jr., director of ABC-TV station clearance, has announced.

ABC-TV, which pioneered in past years in maintaining program time schedules during DST, last year maintained programs in their regular local time in the Central and Mountain Standard and Eastern, Central and Pacific Daylight Time Zones. This year the Eastern Standard Time zone will be included.

SAG and Producers

(*Continued from page* 1)

announcers in filmed television commercials, retroactive to March 2 and running to June, 1960.

Indicative of the changes in the contract, which has labyrinthine complexities arising from such matters as usages, populations, "weightings" and so on, is the increase in the on-camera minimum from $70 to $80 per eight-hour day; and in the off-camera minimum from $45 to $55.

The agreement is subject to ratification by the guild membership, considered a formality.

Gibbs Named

(*Continued from page* 1)

Francisco, with headquarters at Warner Brothers studios. Previously, he was television commercial director for Fuller, Smith and Ross and producer-director for the Jam Handy organization in Detroit. Gibbs succeeds Virgil E. Ellsworth, who has resigned.

'Oscar' Show on 16mm. To TV Stations Abroad

From THE DAILY Bureau

HOLLYWOOD, March 17 — Academy president George Seaton today said 16mm prints of the Awards show will be furnished as a public service to television stations in 19 foreign countries, adding approximately 20,000,000 viewers to the television-radio audience which he now estimates at 253,906,500.

Todd Back from Russia

(*Continued from page* 1)

people on earth, having no television or other counter-amusements to distract them, and the Russian citizenry itself is the "most pro-American public in the world."

Todd said he had taken prints of "80 Days" with him, and showed them, to enthusiastic acceptance, offering then to distribute any comparable Russian film in this country if they would distribute "80 Days" in Russia.

Todd said he has had no affirmative reply to his offer and doesn't expect any.

British Union

(*Continued from page* 1)

as a result of the strike of Ame musicians against five major stu

George C. Elvin, secretary of British Council, in a letter to J C. Petrillo, president of the A ican Federation of Musicians, that the Council had made the quest to its constituent unions. cently British musicians refuse work on a score for a Param picture "Vertigo," made in Hollyw

The letter extended "the wishes" of the Council to the in the controversy with studios. Council represents the Assoc Cinematograph and Allied Te cians, the British Equity Associa the Electrical Trades Union, the Artistes Association and the B Musicians Association.

See $38,500 for 'El

Paramount's "Desire Under Elms" grossed an "excellent $2 last Thursday through Sunday a Odeon and Sutton Theatres he was reported yesterday.

PUBLIC HEARING — STATE OF NEW YORK MINIMUM WAGE — DEPARTMENT OF LABOR

Pursuant to Section 657 of the Labor Law, the Industrial Commissioner will public hearings on the report and recommendations of the Amusement and Recre Minimum Wage Board relating to the Minimum Wage Standards in the Amuse and Recreation Industry as follows:

New York City — Friday, March 28, 1958 at 2:00 P.M. — New York State Office Buil Room 659 80 Centre Street New York 13, New York

DEFINITIONS

1. **Amusement and Recreation Industry.** "The Amusement and Recreation Indus is defined to include all establishments whose primary service is to provide an ment, entertainment, or recreation, including establishments which produce and tribute motion pictures and services allied to this, such as casting and rental of tion picture film or equipment. The industry also includes owners, lessees, and cessionaires whose business is incidental thereto or in connection therewith, or a thereof, and such services as are allied therewith.

The industry includes but is not limited to motion picture and other theatres, d halls and studios, ballrooms, bowling alleys, billiard parlors, skating rinks, ri academies, race tracks, and stables, amusement parks and centers, penny ar and other coin-operated amusement-device parlors, athletic fields, arenas, ball p and stadiums, swimming pools, beaches, gymnasiums and slenderizing salons, courses, tennis courts, carnivals, circuses, boathouses, card clubs and other simila tablishments, as well as play-producing or other entertainment-producing compa theatrical agents, ticketbrokers, and professional sports promoters. The industry includes allied services operated in connection with amusement and recreation e lishments, such as check rooms and parking lots.

The industry excludes (a) establishments engaged in the operation of radio television broadcasting stations, and, (b) non-profit organizations organized e sively for religious, charitable, or educational purposes.

2. **Employee.** "Employee" means a woman 21 years of age and over, and any son under the age of 21 years employed in the amusement and recreation indu Summer Theatre apprentice actors, actors, employed in New York City theatres less than 300 seats, and rolling chair pushers shall be excluded from this defini (Pursuant to Section 663-a of Article 19 of the Labor Law all of the provisions minimum wage order apply also to males 21 years of age and over.)

3. **Working Time.** "Working time" means time worked or time of required tendance, including waiting time, whether or not work is provided, and time spe traveling as part of the duties of the employee. This provision shall not apply to setters, caddies, and ushers at sports exhibitions.

4. **Motion Picture Service Staff Employee.** An employee in a motion picture th whose duties involve the performance of services for patrons and require direct tact with patrons.

Copies of the Board's recommendations are available on request at the Offic the Industrial Commissioner, 80 Centre Street, New York 13, New York.

Isador Lubin
Industrial Commissio

March 14, 1958.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 83, NO. 54 NEW YORK, U.S.A., WEDNESDAY, MARCH 19, 1958 TEN CENTS

t-of-Court

A vs. Nasser ilms-to-TV uit Settled

nter-Claims Filed by fendant Also Dropped

nited Artists has agreed to an out ourt settlement involving substan- payments to it by James Nasser uctions, Ressan, Inc., Strand Pro- ions, Inc. and James Nasser.

ne settlement ends a Los Angeles eral court action instituted in 1954 JA to prevent the unauthorized se in television by the Nassers their corporations of four pictures erly placed in theatrical release JA: "Don't Trust Your Husband," er Up," "Without Honor" and "A For Corliss."

ne agreement also eliminates the ucers' counterclaims for alleged

(*Continued on page 5*)

njamin Appointed to mocratic Finance Unit

obert S. Benjamin, chairman of board of United Artists, has been ed chairman of the finance committee of the Democratic Advisory Council. He will be responsible for organizing and supervising all fund-raising activities for the council.



ert S. Benjamin

The plan of operations for the Democratic Advisory Council, as approved by the Demo- ic National Committee on Febru-

(*Continued on page 6*)

Television Today

Page 5

N.Y.C., Albany, Boston Step Up Promotions for 'Oscar' Telecast

As the night for the Academy Awards telecast draws near exhibitors in Boston and Albany, as well as in New York City, are stepping up their efforts to promote the big March 26 event to the public.

In doing this they are matching the efforts of theatre men over the rest of the country, many of whose activities have been published in previous reports in MOTION PICTURE DAILY. Promotions underway in the three northeastern cities are as follows:

ALBANY, Mar. 18. — The Stanley Warner Strand Theatre here is running an Academy Awards Sweepstakes contest in conjunction with the "Times-Union." Voting in the contest began with the appearance of the first ballots in last Sunday's paper. Ballots will be printed in the morning paper daily until March 26.

The first story on the contest, which Strand manager Alfred G. Swett arranged with "Times-Union" publisher, Gene Robb, broke several days before the first ballots under

(*Continued on page 6*)

Decision Reserved in Rep. Stockholder Case

New York Supreme Court Justice Benedict D. Dineen reserved decision here yesterday on briefs submitted to him by Republic Pictures and Charles Reader, a stockholder who is attempting to hold up the company's annual meeting until an accounting of Republic's records has been taken.

Republic secretary Joseph E. McMahon told Justice Dineen that Reader was acting for others "who are trying to gain control of the company." Reader said only that he was "acting in good faith."

Plaints Against ASCAP Going to Justice Dept.

From THE DAILY Bureau

WASHINGTON, March 18—Chairman James Roosevelt (D., Calif.), of the House Small Business Subcommittee hearing complaints against the American Society of Composers, Authors and Publishers (ASCAP), today said that his group would discuss these complaints with the Department of Justice within the next two weeks. The hearings were completed today.

The subcommittee has heard a group of witnesses charge that ASCAP is dominated by a few members who prevent the music licensing organiza-

(*Continued on page 6*)

Wants Private Station To Compete with CBC-TV

Special to THE DAILY

TORONTO, Ont., Mar. 18. — If the Conservative Government headed by John Diefenbaker returns to power in the March 31 election, private stations will be allowed to compete with the CBC TV stations where they now have a monopoly. In an election speech, Diefenbaker announced that

(*Continued on page 5*)

REVIEW:

Merry Andrew

MGM—CinemaScope

BRIGHT, MERRY AND as sunshiny as a day in May, this happy confection for the first time places Danny Kaye's talents as a clown and pantomimist in their destined frame against a circus background. That frame is most pleasantly evolved from a comedy of manners and it is graced, too by the winsome and appealing Pier Angeli.

The direction by Michael Kidd, choreographer turned director, is perfect for Kaye's pliant and supple talent and the music and lyrics by Saul Chaplin and Johnny Mercer are tinkling, tuneful and cheerful.

The slight plot, based on a Paul Gallico short story, places Kaye, scion

(*Continued on page 5*)

Rep. Ashley

Hits Efforts To 'Block' Toll Television

Scores Video Officials And Theatre Owners

By J. A. OTTEN

WASHINGTON, March 18. — Rep. Ashley (D., O.) bitterly attacked theatre owners and TV network officials for their efforts to block toll television.

Ashley said he was not discussing the merits of toll TV and that he would oppose anything that would deprive set owners of free TV shows. "But this is not the issue which Congress must decide," he asserted. "The real issue is whether the three network companies, which presently control and dominate the television industry, together with organized owners of movie theatres and their affiliates, shall be allowed to coerce Congress into arbitrarily rejecting any new idea that poses any measure of competition to these vested interests."

CBS president Frank Stanton, NBC president Robert Sarnoff, and ABC

(*Continued on page 5*)

'Pacific' Premiere for PAL Benefit Tonight

Rodgers and Hammerstein's "South Pacific" in Todd-AO will open at the Criterion Theatre here tonight in a benefit premiere for the Police Athletic League. Some 1500 civic, state, and prominent entertainment personages will attend.

The guests will be showered with more than 1,000 orchids, flown here direct from the Pacific island of Kauai, where most of the film was made. In

(*Continued on page 6*)

Chicago Censors Lift 'Snow Was Black' Ban

The Chicago Censor Board's ban on the French film, "The Snow Was Black," has been lifted, according to Continental Distributing, Inc., which is releasing the picture in this country. The action came as the result of Con-

(*Continued on page 6*)

PERSONAL MENTION

PAUL LAZARUS, JR., Columbia Pictures vice-president in charge of advertising-publicity, will leave New York tomorrow for London via B.O.A.C.

•

SIDNEY DENEAU, Paramount's Western sales manager, has left New York for Dallas and Los Angeles.

•

JACK H. LEVIN, president of Certified Reports, is in Los Angeles from New York.

•

CLARK RAMSAY, of the M-G-M studio advertising department, is in New York from the Coast.

•

JAMES BOYLE, Columbia Pictures exploitation representative, is in Memphis from New York.

•

JOSEPH G. ALTERMAN, assistant secretary and office manager of Theatre Owners of Ameriea, will leave New York today for San Francisco.

•

PETER W. GEIGER, head of the New York motion picture and television department of Bank of America, has returned here from the Coast.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of Amcrica has returned to New York from key cities of Texas.

•

HARVEY ALLAN TOWERS, British talent agent, has returned to London from New York via B.O.A.C.

•

ROBERT SIODMAK, producer-director, will return to New York from Europe on Friday, and will leave here shortly thereafter for Hollywood.

•

JACQUES FLAUD, director of the Centre Nationale de la Cinematographie, is due here over the weekend from Paris.

•

SID BLUMENSTOCK, Paramount advertising manager, is in Hollywood from New York.

Renew Directory

ALBANY, N. Y., Mar. 17.—Agreement to continue with a drive-in theatre directory in the advertising columns of Albany, Sehenectady and Troy newspapers, and to participate in quarter-page "drive-in season is opening" ads, was reached at a meeting here of drive-in exhibitors. An informal discussion of mutual problems, including prospects for 1958, also took place at the conference held at Fabian's Palace.

'Kwai' Riddle Solved, Says 'Newsweek'

A "solution to the mystery" of who wrote the screenplay for Columbia's "The Bridge on the River Kwai," which is ealled "a riddle that has intrigued professional gossipists for weeks," is offered in the current issue of "Newsweek" magazine.

According to "Newsweek," the final screenplay was "whipped up" by director David Lean and producer Sam Spiegel, who ignored an earlier version written by Carl Foreman. Spiegel is quoted as saying "we decided to credit Boulle with the screenplay because it was taken from one of his novels."

Boulle told "Newsweek"; "I did not actually pen the screenplay, but I had numerous talks with both Lean and Spiegel during whieh we created its main carcass. Spiegel and Lean told me they felt the book itself was a big enough contribution to warrant giving me sereenplav credit. That is why I have it." Boulle has been nominated for an Academy Award for the screenplay.

'Rodan' Hits Jackpot In N. Y. Neighborhoods

The Japanese-made science-fiction picture "Rodan" grossed almost half a million dollars in neighborhood circuit houses in the metropolitan area over the weekend, DCA, distributor of the picture, said yesterday. Police were called out Saturday and Sunday to control lines at RKO, Skouras, Randforce, Brandt and Century houses in Manhattan, Jersey City, Flushing, Hempstead and other areas in Queens.

The Skouras Calderone in Hempstead, for instanee, had the biggest Saturday in its ten year history with a gross of $4,900, the company said.

A television eampaign of 70 spot announcements, starting Mareh 7 on WRCA-TV was given credit for the record weekend.

'Marjorie' World Bow In Miami Beach Tonight

Special to THE DAILY

MIAMI BEACH, Mar. 18—Warner Bros.' "Marjorie Morningstar" will have its world premiere at the Beach Theatre here tomorrow night as a benefit for the Organization for Rehabilitation Through Training.

Stars of the film—Natalie Wood, Claire Trevor, Everett Sloane and Ed Wynn—will be in attendanee along with its producer Milton Sperling and several Warner executives. Among the latter will be Benjamin Kalmenson, executive vice-president; Charles Boasberg, general sales manager; W. O. Williamson, Jr., Southeastern division sales manager; and Meyer M. Hutner, national publicity manager.

Annual Film, TV Awards Made by Sound Editors

From THE DAILY Bureau

HOLLYWOOD, March 18. — In luncheon ceremonies at Barraclough's Restaurant, Motion Picture Sound Editors made its fifth annual presentation of awards for best-editing in theatrical and television films, with Capt. F. Gordon Selby, U.S.N., and Sid Rogel, 20th Century-Fox produetion manager, as the principal speakers.

Edwin Schallert, returning drama editor the "Los Angeles Times," received the organization's certificate of gratitude for his long service to industry. Francis X. Bushman was a luncheon guest.

Award for a theatrical film went to Dick Powell and Walter Rossi for "The Enemy Below," and the award for a television film went to Admiral Thomas Dykers, George Cahan and Leonard Davison for "Silent Service."

Youngstein Announces Asthma Institute Benefit

Sammy Davis, Jr. will do a one-man benefit show on May 4 at Town Hall here for the Children's Asthma Research Institute and Hospital, it is announced by Max E. Youngstein, honorary chairman of the charity's annual "Parade of Stars Show."

Youngstein, vice president of United Artists, is a founder of the Asthma Institute research program. He has been chairman of the national drive for the past four years.

Royal Norway Premiere Set for 'Windjammer'

From THE DAILY Bureau

HOLLYWOOD, Mareh 18—Elmer C. Rhoden, president of National Theatres, today annouueed that a "Royal Premiere" for the Cinemiracle "Windjammer" will be given April 25 at the Colosseum Kine in Oslo, Norway, with King Olav V and the royal family attending."

ACE Dinner Tonight

HOLLYWOOD, March 18 — More than 400 guests will attend the Amerlean Cinema Editors eighth annual special awards dinner at the Beverly Hills Hotel tomorrow night. William Goetz will be the prineipal speaker. Ernie Kovacs will emeee.

Plans for 'Smoke Stack'

HOLLYWOOD, Mareh 18 — Producer-director Roy Rowland today announced that "Double Smoke Stack," Mississippi River boat story, will be filmed in eolor and widesereen under his newly formed independent production banner.

. . . NEW ROUNDU

'Kwai' Breaking Records

"The Bridge on the River Kw breaking records in many of its general engagements in key citie cording to Columbia Pictures. T grosses were: Odeon Carlton, To three days, $20,000; Warner, waukee, four days, $15,297; Ce Buffalo, three days, $22,345; Es St. Louis, eight hard-ticket s $15,000; State Lake, Chicago days, $55,000; Madison, Detroit days, $23,615; Trans-Lux, Was ton, three days, $11,000; Rand Philadelphia, five days, $37,531; Cleveland, five days, $28,100.

Form Majestic Corporatio

A new film produeing compan be known as Majestic Export an port Corp., with headquarters has been organized by Leo K attorney. Kotler is president; Schulman, vice-president; and ard H. Ackerman and Boris De T members of the board. The firn acquired rights to the book, "I on the Rising Sun," for co-produ in the Philippines as its first pr

Extra Shows for Music H

Heavy advance sales have c the Radio City Music Hall to seh extra performances of its Easter gram on three successive Saturd Mareh 22 and 29 and April 5— doors opening at 8 A.M. MGM's " ry Andrew" is the screen attra and the famed Easter pageant w on stage.

Fight Workshop Planned

The fifth ticket-selling worksho motion pieture theatre owners operators for Sindlinger & Com by Mike Simons will be held Mo April 21 at the Kingway-Ambas Hotel, St. Louis it was annou yesterday. The Missouri-Illinois T tre Owners organization has pl its support of the program.

Rebook 'Golden Age'

"The Golden Age of Comedy" return for a speeial Easter ho showing at the Embassy Theatre on Friday, April 4. The D.C.A lease broke all house records and the longest run in the theatre's year history when it reeently pl the theatre.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.



3 OUT OF 4 PICTURES IN CURRENT "SEVENTEEN" MAGAZINE ARE M·G·M!

Youth is your bread and butter says Industry Survey! 3,144,000 young readers of "Seventeen" are being sold on these Big M-G-M Hits!

"THE BROTHERS KARAMAZOV"



It's the new box-office champ in Variety's national box-office survey, thrilling audiences from Coast to Coast. The most publicized attraction of the year, with LIFE Magazine devoting 8 colorful pages and cover to M-G-M's blockbuster.

★

M-G-M presents "THE BROTHERS KARAMAZOV" starring YUL BRYNNER · MARIA SCHELL · CLAIRE BLOOM · Lee J. Cobb · Albert Salmi and co-starring Richard Basehart · with William Shatner · From the Novel by Fyodor Dostoyevsky · An Avon Production · In Metrocolor · Screen Play and Direction by Richard Brooks · Produced by Pandro S. Berman

"MERRY ANDREW"



20-year, all-time record set first week of Singapore World Premiere. A forecast of its draw. Be sure you've got one of the nationwide Easter bookings for Danny's happiest holiday show. Launched at Exchange City Theatre Previews. Big campaign!

★

M-G-M presents A Sol C. Siegel Production starring DANNY KAYE in "MERRY ANDREW" · co-starring Pier Angeli · Baccaloni · Noel Purcell Robert Coote · with Patricia Cutts Screen Play by Isobel Lennart and I. A. L. Diamond · Based on a Story by Paul Gallico · Music by Saul Chaplin · Lyrics by Johnny Mercer · Choreography by Michael Kidd · In CinemaScope and Metrocolor · Associate Producer Saul Chaplin · Directed by Michael Kidd

"SEVEN HILLS OF ROME"



No wonder "Seventeen" recommends it for young people. It's packed with youth appeal, rock 'n roll, romance, songs galore. Mario Lanza at his winning best introduces a gorgeous new beauty from Italy, sensational Marisa Allasio.

★

M-G-M presents MARIO LANZA in "SEVEN HILLS OF ROME" · co-starring Renato Rascel · Marisa Allasio with Peggie Castle · Screen Play by Art Cohn and Giorgio Prosperi · Based on a Story by Giuseppe Amato · Filmed in Technirama® · A Product of Technicolor · Produced by Lester Welch · Directed by Roy Rowland · A Le Cloud Production

M-G-M BACK ON TOP IN '58!

Motion Picture Daily Feature Review

High Flight

Warwick-Columbia—CinemaScope

HOLLYWOOD, Mar. 18

Ray Milland's name in advertising and exploitation is the foremost commercial asset in this Warwick production of a Royal Air Force story by Jack Davies, and the word-of-mouth comment that conceivably could be generated by the remarkable sequences of flying, solo and formation, is the secondary asset for American box office consideration. (In the British areas there is also present, of course, the nationalistic interest in the activities, physical and spiritual, of the Royal Air Force College at Cranwell). The production is more documentary than drama, and is without romantic content in the story line. None of the players except Milland are familiar to the general American audience.

The screenplay by Joseph Landon and Kenneth Hughes compares to a long line of pictures, beginning way back when the medium was an infant, in which the willful recruit joining up with an organized group defies discipline, disobeys orders, misbehaves persistently but is retained because of his sheer ability or skill or endurance or potential, and turns out to be a hero at long last to everybody's satisfaction.

This time the plot is introduced fairly late in a long preamble about training methods and never overshadows the outright documentary subject matter. The story has Milland as a commandant who feels responsible for the death of another flier in the recent war (period of the story is 1954-57) and "sticks his neck out," as the script phrases it, to protect the dead man's defiant son when he enlists. The flying is far better than the fiction.

Irving Allen and Ambert C. Broccoli produced the picture, with Phil C. Samuels as associate, and with John Gilling directing.

Running time, 85 minutes. General classification. Release, in April.

WILLIAM R. WEAVER

Touch of Evil

Universal-International

An impressive cast and an unusual story plus the Orson Welles name are the exploitable assets of this crime melodrama done entirely in the highly stylized cinema mannerisms which the Mercury Players mentor first employed in "Citizen Kane."

Featured in the exaggerated camera angles and the ever-moving Wellesian camera are Charlton Heston as a Mexican Government official investigating international dope traffic; Janet Leigh as his bride who falls into the hands of the villains and is framed by them to discredit her husband; Joseph Calleia as a weak and frightened police sergeant who becomes an unwilling hero; and Akim Tamiroff as the head of the American section of a gang of Mexican dope runners.

Heading the cast and setting the theme and pace of the story is Welles himself as the tough, unscrupulous, Mexican-hating captain of a police in a border town who does not hesitate to frame criminals he believes guilty in order to get iron bound evidence. Heston becomes involved with Welles in the investigation of a car dynamiting at the border, is shocked at his callous framing of a Mexican youth he believes guilty and ultimately exposes him with the aid of Calleia and a tape recorder.

The Welles emphasis is on style, mood and setting rather than story, giving the viewer impression rather than realism. If the viewer likes Welles' impressions he will be interested. In any event it will generate talk which can always be turned into box office capital.

Listed in the credits as "guest stars" apart from the regular cast are Marlene Dietrich as a cigar smoking fortune teller who has long loved the police captain, and Zsa Zsa Gabor in a small but effective bit.

Alfred Zugsmith produced and Welles gets the directional credit.

Running time 95 minutes. General classification. Release, in February.

J. D. I.

This Happy Feeling

Universal—CinemaScope

DOUBTLESS WITH last year's hugely successful "Tammy and the Bachelor" as a guide, U-I's artisans have put together another thoroughly enjoyable vehicle in which Debbie Reynolds again disports and displays herself to the king-size enjoyment of audiences. For this is a vastly good-humored, engagingly acted and handsomely mounted comedy-romance, frequently on the sophisticated side but always inoffensive and with plenty to appeal to the younger as well as the more mature audiences.

Curt Jurgens is the aging stage idol, retired to a Connecticut "farm," in whose home Miss Reynolds seeks refuge from the imagined ardors of young John Saxon as well as from a storm. Since she is a long way from home, she is induced to make use of Jurgens' guest room, chaperoned after a fashion by Jurgens' bibulous housekeeper, played most entertainingly by Estelle Winwood. Overnight, mutual interest develops between Miss Reynolds and Jurgens, with the result that she accepts his invitation to become his private secretary, "living in," so to speak.

Saxon, son of Jurgens' neighbor, Mary Astor, at first likes the arrangement, believing it will afford him convenient opportunity to date the attractive young girl. However, his feelings undergo a change as he watches the attraction between Miss Reynolds and the older man ripen. Equally displeased by the incipient April-December romance, is Alexis Smith, Jurgens' former co-star and heart interest, whose urgings to return to the stage in a new play written for both of them, he is in the process of resisting.

IT REQUIRES considerable amusing byplay among Miss Reynolds, Jurgens, Saxon and Miss Smith, and a cleverly devised finale, to get the scrambled romances onto the right track with all four principals headed for happiness. But whatever it requires, this Ross Hunter production provides generously.

The Blake Edwards screenplay, based on F. Hugh Herbert's stage play, "For Love or Money," is solid entertainment, at which an upper East side Manhattan preview audience laughed often and uproariously enough to drown out much of the dialogue on numerous occasions. Its box office experience should be a happy one, very likely comparing most favorably with "Tammy's." Like that one, it, too, has a catchy title song warbled by Miss Reynolds that would seem to have an excellent chance of hitting the big time and, in doing so, contributing abundantly to the picture's promotion. It was written by Jay Livingston and Ray Evans. Music is by Frank Skinner.

Edwards, who also directed, keeps things moving at a fascinating pace and brings out the best in a fine cast. Good in supporting roles are Troy Donahue, Hayden Rorke, Alex Gerry, Gloria Holden and Joe Flynn. Omitted from the credits but a scene-stealer, nevertheless, is a trained sea gull that displays an attachment for Miss Winwood as she goes her happy way about Jurgens' household, to the delight of the audience. Gowns, tastefully decorated interiors, horse shows, dances and parties look their glamorous best in CinemaScope and Eastman Color by Pathe.

Running time, 92 minutes. General classification. Release, in June.

SHERWIN KANE

The One That Got Aw

Rank Film Dist. of America

There are at least three unusua
gles to this competently made if
nor war film that exhibitors can
to promote it in the American ma

The first angle is that it tells a
story. A foreword points out tha
picture will recount the real-life
ploits of Oberlieutenant Franz
Werra, said to be the only Germar
soner of war taken in Britain
escaped from captivity and got
safely to his native land.

The second angle is that this h
admiring film account was not
by the hero's countrymen but b
former enemies, the British — by
Rank Organization itself, in fact.

And the third exploitable aspe
the star of the picture, Hardy Kr
an actor reported to be very po
in Germany today. In this film
which he speaks English with a
slight accent, he gives strong evid
as to why. He is handsome and
tremely personable. And he also k
how to act.

Those are the three angles,
they will take some strong pus
The theme of prisoners of war t
to break out is not new, and
version is extremely slow in g
underway. The depiction of W
capture and his first attempt to e
are, in addition, rather dryly and
functorily handled.

However, the picture does pic
momentum in the second — but
abortive — try in which he escap
tunnel, brazenly poses as a Dutc
ficer and almost steals a plane rig
from the nose of the R.A.F. An
third and successful attempt, in v
he escapes from a train in Mor
and makes his way through snow
ice to the United States (then a
tral country) is a gruelling and
ing episode.

Throughout, Werra is depicte
the script of Howard Clews (
from the book by Kendal Burt
James Leasor) as a daring and in
ous fellow more to be respected
censured for his obsession to
out of P.O.W. camps. And Roy E
the director, has let Kruger pla
part in a breezy and affable styl
wins the audience over to his
from the start.

Julian Wintle produced this fil
which its British makers demon
a broad-minded outlook that ad
determination and resourcefulne
gardless of nationality.

Running time, 106 minutes. G
classification. Release, in March

RICHARD GE

Acquires 'Marcelino'

Columbia Pictures' Mexican fil
vision has concluded an agreeme
the distribution of "Marcelino, I
Vino" in the United States. The
will be released in its original Sp
version, without English subtitles

Merry Andrew

(CONTINUED FROM PAGE 1)

long line of solemn educators, in line to succeed his stern father eadmaster of an English boys school and engaged to marry a very er daughter of a squire. Rebelling against routine, he teaches his Greek mythology by song and dance rather than rote, then goes o a summer holiday digging in a Roman ruin for a statue of Pan. he site of the ruins the Great Gallini circus has encamped for a 's run.

ye, inevitably becomes involved with the circus, and particularly Miss Angeli, niece of the owner and the particular charge of her n male cousins. He is also an unwitting part of a trained lion act then unwillingly a stand-in for the ringmaster, and a huge success oth roles. Love blossoms, is sadly rejected by both, then delightfully out in as hectic and hilarious a climax as a Kaye comedy has had. ne result is wholly engaging, always amiable and frequently hilarious, the classroom sequences with their quieter charm, competing for nonors with the more energetic circus sequences. It is or should be perfect recipe for the entertainment of the tired, the weary, and the ied and the best possible foretaste of summer entertainment.

he supporting cast, almost wholly English, are suitable foils for 's charm and Miss Angeli's wistfulness. CinemaScope and Metro- are important factors in the overall excellence.

l C. Siegel produced.

ning time, 103 minutes. General classification. Release, in April.

JAMES D. IVERS

its Efforts

(*Continued from page* 1)

dent Leonard Goldenson control programming, Ashley charged, "it should come as no great sur- to us that it is these three men have undertaken the campaign ast paid TV in order to maintain power and control over the in- y they dominate." The Ohio ocrat denounced the networks for broadcasts against toll TV, and "nor should we overlook the let- ampaign launched by the owners ovie theatres." He cited a leaflet d by the Joint Committee on TV.

Editorial in 'Record'

another development, Rep. hill (R., Va.) inserted in the Con- ional Record a newspaper edi- l favoring toll TV.

nts Private Stations

(*Continued from page* 1)

Fowler Commission recommenda- with respect to the private sta- would be implemented.

ne report, which followed a close of the broadcasting industry in da, proposed eight cities now d by the CBC with the exception Ottawa, should be permitted to competition from private sta-

Addressed Ontario Rally

iefenbaker was speaking to a ical rally in Kenora in Northern rio attended by 500 persons, in rea where there is no TV. He also the government planned to set semi-judicial body similar to the d of transport commissioners to re that areas now served by TV or radio will receive an equality of opportunity for coverage.

The prime minister said that for a long time now the CBC has been both the "judge and jury" in the recommendation of privately-owned or publicly-owned stations.

The semi-judicial body to be set up would study the situation in all cities and areas to assure the private stations would be able to compete with publicly-owned stations where such competition is feasible.

Nasser Sales to TV

(*Continued from page* 1)

maldistribution and anti-trust violations. These counter-claims against UA had been dismissed in 1956 by District Judge Thurmond Clarke, and yesterday's settlement makes this dismissal final.

Continued Against Some

The original UA action for an accounting of television receipts will be terminated as against the producers and their companies, but continues against other defendants, including Quality Films, Inc. and Charles Weintraub who distributed the pictures in television for the Nassers.

Also still pending in the California courts is a similar action against Benedict Bogeaus; Benedict Bogeaus Pictures, Inc.; Quality Films and Weintraub, arising out of the alleged unauthorized release in television of "My Outlaw Brother."

'Ballet' to Interstate

Interstate Theatres of Texas has booked the Rank Organization's "The Bolshoi Ballet" for special one-day performances in three of its key circuit houses. It will play at the Palace in Dallas on April 24, the Metropolitan in Houston on May 1, and the Aztec in San Antonio on May 7.

Television Today

One Man's TViews

By Pinky Herman

IN AN EFFORT to capture the all-family audience, ABC has acquired from Guild Films, "The Light of the World" Biblical series which starting this Fall, will be slotted from 7:00-7:30 P.M. Sundays immediately preceding "Maverick." . . . Gene (Witness for the Prosecution) Lyons, talented and handsome young actor who turned in a CBScintillating job last week in "The Verdict Is Yours," flew to Hollywood to appear in Friday's "Matinee Theatre" with Cathleen Nesbitt. Following two additional TV commitments there, he returns East to discuss a dramatic play on Broadway and to his bride, Lynda Lynch, featured in "The Music Man." . . . Broadway actress Ann Helm has been signed for the title role in the forthcoming NBC-Telefilm production "The Sleeping Beauty," to be presented on "Shirley Temple Storybook." Film starts rolling on the Columbia lot in Hollywood next week under the direction of Mitch Leisen and produced by Henry Jaffe Enterprises in association with Screen Gems. . . . New "Walter Winchell File" series of 39 telefilms, produced by NTA will go before the cameras next month at the Desilu Studios for the Fall. The original group is ABCurrently one of that net's most successful shows. . . . Australian TV exec Lee Robinson, director and co-producer of Lowell Thomas' "High Adventure," which will be CBSeen next Monday, is in Gotham on a biztrip. . . . Paul Kasander, formerly producer and program development chief for Walt Framer Productions for the past six years, has resigned to form his own TV producing firm, Kasander-Taines Productions. Firm bows into the field with a new audience-participation package, "Luck-O-Tv." . . . Joe Franklin, whose daily "Memory Lane," series last week WABCaptured a fine 3.8 Neilsen, is penning a tome on "silent films" which will be published this Summer by Citadel Press. . . .

☆ ☆ ☆

Bill Hobin, who parlayed his "Garroway At Large" experience to a six year association as assistant to Max Liebman and presently is director of "Your Hit Parade," NBCiggie series, has been signed to produce-direct the "Timex All-Star Jazz Festival," CBSkedded for Wednesnite, April 30 (10:00-11:00). Emceed by Garry Moore, the musicale will feature among others Louis (Satchmo) Armstrong, Gene Krupa, Lionel Hampton and Jaye P. Morgan. . . . For the umpteenth time the great baritone Eddie Miller will sing Victor Herbert's "Here's to the Friars" Sunday when The Friars honor Mike Todd at the Waldorf-Astoria. . . .

WTVC, Chattanooga, to Martin Circuit, Georgia

From THE DAILY Bureau

WASHINGTON, March 18—Martin Theatres of Georgia has been given a Federal Communications Commission license to operate TV station WTVC on Channel 9 in Chattanooga, Tenn. The company has interests in two Georgia TV stations—one in Columbus and one in Augusta.

RKO Won't Be Heard In FCC's TV Hearing

From THE DAILY Bureau

WASHINGTON, March 18 — RKO Teleradio Pictures has decided not to testify at this time in the network study hearing of the Federal Communications Commission.

Attorneys for the company said it reserved the right, however, to appear later in the hearing if it seemed necessary. The decision was made because RKO felt its testimony would only duplicate that given by several multiple-television-station owners.

Prepare Slide Film On Marketing Products

Peters, Griffin, Woodward, Inc., pioneer television and radio station representatives with headquarters in New York, have prepared an elaborate educational plan in the form of a 22-minute slide presentation, called "A Local Affair." Currently offered to sales managers, regional distributors, manufacturers' representatives and others, it is concerned with the marketing of consumer products at the local level.

The presentation employs colored slides to emphasize the narrative matter, the whole geared to the use and value of spot television in marketing products locally. "Spot Television Cost Yardsticks," a convenient table of costs, has been prepared for distribution when the presentation is viewed.

Bromhead Memorial Fund Now $78,400

From THE DAILY Bureau

LONDON, Mar. 18—Ralph S. Bromhead, chairman of the Cinematograph Trade Benevolent Fund, has announced that the total of the Reginald C. Bromhead Memorial Fund, in cash, deeds to covenant and other commitments now exceeds £28,000 ($78,400). Lord Rank, CTBF president, and the Council, have acknowledged a donation of £4,000 ($11,200) received from the South Wales and Monmouthshire Committee of the CTBF, which, with their permission, is being allocated as £2,000 ($5,600) to the Bromhead Memorial and the remainder to the general funds. An additional cheque for £1,000 ($2,800) from South Wales has since been presented to the fund.

Other Donations Received

Other major donations received include £1,000 from H. Albany Ward. Ken Jones, chairman of Birmingham, and Midlands CTBF, has forwarded a cheque for £590, ($1,400) and has also arranged a contribution of £250 ($700) from the Clifton Cinemas Benevolent Fund.

'Pacific' Premiere

(*Continued from page* 1)

addition PAL's 30-member chorus and drum and bugle corps will be stationed in front of the theatre to play a medley of popular songs from the picture.

Heading the celebrities will be Richard Rodgers and Oscar Hammerstein II, along with producer Buddy Adler, who supervised the entire production, and Joshua Logan, who directed the picture.

Chicago Censors

(*Continued from page* 1)

tinental's administrative appeal to Chicago's Mayor Richard J. Daley.

Attorney Felix Bilgrey, who prepared and submitted the appeal, reports that, in his experience, this is the first time that such an appeal has been granted in Chicago, reversing an outright ban imposed by the Commissioner of Police. A special license has been given the film, limiting its audience to persons over the age of 21.

2 Fox Paper Backs

Twentieth Century-Fox will have paper backs back-to-back this month on "The Young Lions" and "The Long, Hot Summer," when Signet Books' special motion picture editions of these works go on newsstands around the country.

Acquire Kennedy Book

Contemporary Productions Inc., a new company formed primarily for the production of theatrical and television films, has acquired the rights to Senator John F. Kennedy's Pulitzer Prize book "Profiles in Courage" as their first property.

'Oscar' Promotion Stepped Up

(*Continued from page* 1)

the caption, "Big 'Oscar' Contest Starts in Sunday T-U." It ran on the theatre page, close to the regular Strand copy.

Persons coming closest to picking the stars who win "Oscars" will be awarded passes for two, some good for as long as a year. Approximately 5,000 ballots were cast in a similar contest here last year.

Practically every theatre here is screening a special trailer calling attention to the telecast, and is mentioning the event in its newspaper advertising. The possibility of buying a station break during the ceremonies to point out the fact that area theatres are among the sponsors of the Academy show is now being explored.

Many Promotions Set By Boston Exhibitors

Special to THE DAILY

BOSTON, Mar. 18. — The Metropolitan Theatre, flagship of New England Theatres, Inc., has made a promotional tie-up with Motorola distributors for six to eight TV sets to be placed in the big house's grand lounge on the evening of March 26. The management has scheduled its film program to end at 10:00 P.M., at which time patrons will be invited to the lounge to view the Academy Awards telecast. This innovation is being publicized on the theatre's screen by special trailers and in the newspapers by ads and readers.

Suburban Theatres Closing

The Metropolitan promotion is but one of many set by Boston exhibitors. Suburban houses have agreed to close at 10:00 P.M., and all theatres have agreed to use promotional slugs in their newspaper ads.

A committee of theatre press agents, headed by Paul Levi of American Theatres Corp., has been working for this industry TV show for two weeks. Four press agents were each assigned a newspaper to cover for the fullest coverage. Levi has the "Boston Globe," Karl Fasick the "Christian Science Monitor," Jack Saef the "Herald-Traveler" and Joe Mansfield the three Hearst papers.

Loew's Circuit Rearranging Schedules of Theatres

In contrast to some other cities, New York has no central exhibitor committee devoting its efforts to drumbeating the Academy Awards telecast. Promotion is being left up to individual theatres.

Ernest Emerling, advertising and publicity director for Loew's Theatres, said that his circuit will back the telecast "strongly" by releasing newspaper stories and devoting considerable lobby space to heralding the event. In many situations, program schedules will be re-arranged so that the last main feature will end by 10:00 P.M., the start of the telecast. This plan will be hampered somewhat by the fact that "Raintree County," which is close to three hours in running time, will be showing in a sizable number of Loew's houses the night of March 26.

Trailers Heavily Used

Loew's theatres are all showing a trailer plugging the telecast, as are those of the RKO and Stanley Warner circuits. Some of these trailers have been specially prepared by the circuits, while others have been made available through COMPO.

Harry Mandel of RKO, and Harry Goldberg of Stanley Warner report that their circuits are "doing the same as everybody else," pointing out that there is no set company policy toward the telecast, with promotion left up to individual theatre managers. In particular, Stanley Warner managers have been mentioned in varied promotional campaigns in a number of MOTION PICTURE DAILY'S out-of-town reports.

Grand Theatre, Chicago Landmark, Closed Down

Special to THE DAILY

CHICAGO, Mar. 18. — The Grand Theatre, a show business landmark here since 1889, when it was opened as a legitimate house, has closed.

The Grand was remodeled for motion picture presentation in 1942, but is still equipped with dressing rooms and other facilities necessary for legitimate productions. Within the past few months, film fare has consisted primarily of horror type pictures, which maintained consistently good averages at the boxoffice.

Van Nomikos operated the Grand on a partnership basis until he assumed ownership in December of 1957. He died just last month. Milton Reingold and a group of associates who own the property report that the future policy of the Grand is at this time undecided. Reingold owns the Devon and other theatres on the city's far north side.

Benjamin Named

(*Continued from page* 1)

ary 15, provides that "ear-marked" funds may be solicited for the activities of the council. To the extent that ear-marked funds cannot be obtained, general funds of the national committee will be used to support the work of the council.

Kerasotes Circuit Buys Two Illinois Drive-Ins

Special to THE DAILY

CHICAGO, March 18—The Kerasotes Circuit has taken over ownership of two drive-ins in the state of Illinois, the Star Chief at Pontiac, and the Phil-Kron in Bloomington. The circuit has also assumed 50 per cent ownership of the State Theatre at Rockford.

Oscar Granquist, formerly sole owner of the State, will continue to operate the theatre and will handle the buying and booking.

ASCAP Ca

(*Continued from page* 1)

prevent the music licensing orga tion from being of maximum b to the smaller members.

Several of the witnesses spec ly attacked the activities of me firms controlled by motion pi companies. The demand was that the ASCAP rules be amend eliminate from the board of dir of the organization any firms a in both the publication and u music.

Dr. Carver Will Reti Kodak Changes Liste

Special to THE DAILY

ROCHESTER, Mar. 18 — Dr. mett K. Carver, technical advis the general manager of Kodak Works, has announced his plans tire, effective Jan. 1, 1959, from man Kodak Company after 34 of service. Dr. Charles R. Fordyc rector of the manufacturing e ments division of Kodak Park v has been appointed to succeed Carver.

Dr. Richard W. Bruins has named director of the manufact experiments division. He had be sistant director. Dr. John M. Ca has been appointed an assistant tor of the manufacturing experi division.

David S. Greenlaw, assistant tor of the color technology div has been appointed assistant tec advisor to the Kodak Park g manager. These appointments, n effect, were announced by Iv Hultman, Kodak vice-president general manager of the Kodak works.

Shea Circuit Acquire Kingsville, O., Drive

YOUNGSTOWN, O., Mar. 18 Shea Circuit has added the M Drive-In, Kingsville, on Route tween Ashtabula and Conneaut, chain with conclusion of a l deal for the drive-in with the o Charles E. Kessler, Carl C. K and the estate of the late Fos Hathaway. Negotiations were cluded by Gerald Shea, circuit ident; Ray Smith, head film buy assistant secretary and Jack W. manager of the circuit's Para Theatre, Youngstown.

Operation of the newly ac drive-in will be under the supe of Durwald Duty, manager of Ashtabula, with the assistan Thomas Simon as house mana remodeling program will inclu creasing the car capacity fro to 850.

"Sayonara" Record

HOLLYWOOD, Mar. 18—" ara," William B. Goetz producti Warners, ends a 12 week run Hollywood Paramount theatre row with an estimated gross of 300, said by the theatre to be time record.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 53, NO. 55 NEW YORK, U.S.A., THURSDAY, MARCH 20, 1958 TEN CENTS

rst Talks

oviet Film egotiators ue Next Week

Open Talks Under US ltural Exchange Pact

irst negotiations for the sale of rican films to Russia are ex- ed to get under way in Wash- on next week, following the duled arrival here from Moscow weekend of A. Davydov, chief of xportfilm.

Davydov notified B. Bernard Kreis- head of National Film Associates , by cable yesterday that he ld leave Moscow by plane in a days for New York and Wash- on, with the intention of carrying the film negotiations pursuant to

(Continued on page 2)

nciliation Appeal of ornton Said Denied

Special to THE DAILY

LBANY, Mar. 19—20th Century- has denied the conciliation appeal George Thornton, owner of the heum in Saugerties, for the re- al of the seven-day clearance held Walter Reade's Community The- in Kingston, it was learned here y.

he matter was submitted to con-

(Continued on page 4)

condary-Power Bill ithdrawn by Steingut

Special to THE DAILY

LBANY, N. Y., March 19 — As- blyman Stanley Steingut today ed to kill his bill amending the r law to require an automatic, pendent secondary source of pow- or illumination in places of pub-

(Continued on page 4)

Television Today

Page 5

'Changeover' Leads to Bright Future: Goetz

By WILLIAM R. WEAVER

HOLLYWOOD, March 19 — William Goetz, production executive, predicted a bright future for the motion picture industry in his address tonight at the eighth annual Awards Dinner of the American Cinema Editors at the Beverly Hills Hotel here. More than 400 members of ACE and their guests attended the function. Goetz said in part:

"I am glad to voice my opinion about our industry. All of you are well aware of the condition our busi-

(Continued on page 4)

Secret Testimony Released

FCC Sees Ultimate Approval of Toll-TV

Report to House Unit Envisions Change In Entire Structure of Broadcast TV

By J. A. OTTEN

WASHINGTON, Mar. 19—The Federal Communications Commission has told Congress that adoption of rules that would permit toll television "is a distinct possibility."

"This would, of course, bring about a very significant change in the entire television broadcast structure," the FCC admitted in testimony before a House Appropriations Committee in mid-February. The testimony was given in secret and just released today.

The statement was made before the FCC announced late in February that it would postpone until 30 days after Congress adjourns any action on applications for toll-TV tests. However, the FCC memo to the Appropriations Committee gave the clear impression the Commission referred not to the tests but to ultimate approval of toll-TV, and is the farthest the Commission has ever gone in this regard. Previously FCC witnesses have said only that they would de-

(Continued on page 5)

REVIEW:

South Pacific

Magna Theatre Corp.
Todd-AO



THE SAME, and in some respects more, of the superior entertainment assets that made Rodgers and Hammerstein's "South Pacific" one of the most popular stage musicals of all time have been captured on film and assure the Todd-AO production the same kind of long and happy box office experience that made the original known around the world.

Producer Buddy Adler and director Joshua Logan have invested all facets of this unusually fine and obviously costly production with the imprint of their special talents and know-how. Its splendid cast, headed by Rossano Brazzi, Mitzi Gaynor and John Kerr, have responded in kind and so have many others in finely individualized supporting roles. The result is a gleamingly fresh entertainment which, except for the familiarity of the hit tunes, as popular today as ever, and the equally well known characters, might never have been produced before now.

For there is so much more to be seen in this screen production than could possibly be placed on any stage that the entire "South Pacific" book takes on unsuspected new dimensions which are certain to delight the millions who were thrilled by the stage production as well as those more numerous millions to whom the work is familiar without their ever having seen it performed.

The tropic garden-like locales of the picture, magnificently photographed in color by Technicolor, invest it with a rare mixture of enchantment and realism. Action for the most part was photographed in one of Hawaii's most picturesque islands. It permits scenes and entire sequences which could only be suggested on the stage to be shown in the most complete detail and variety, all with the single aim of beguiling

(Continued on page 6)

Academy Will Honor Goldwyn, Three Others

From THE DAILY Bureau

HOLLYWOOD, March 19. — The Academy board of governors today voted the following awards to be presented at the Awards ceremonies on March 26.

The Gene Hersholt Award, estab-

(Continued on page 4)

See Subliminal Ad Bill Dead for This Session

Special to THE DAILY

ALBANY, N. Y., March 19—Hopes for Assembly action on the Desmond bill banning the use of subliminal advertising "for commercial purposes on film" were virtually abandoned today. It was learned that Codes Committee chairman Malcolm Wilson had told members of the Hi-Y Assembly's

(Continued on page 4)

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox vice-president and general sales manager, and MARTIN MOSKOWITZ, Eastern district manager, will be in New Haven tomorrow from here.

•

JAMES R. VELDE, United Artists general sales manager has returned to New York from New Orleans.

•

BUDDY ADLER, executive head of production at 20th Century-Fox, arrived in New York yesterday from the Coast.

•

SUSAN LEVINE, daughter of MARTIN LEVINE, vice-president and general manager of Brandt Theatres, was married at the Waldorf-Astoria on Tuesday to JORDAN ELLIOTT LOURIE.

•

HAROLD HECHT, president of Hecht-Hill-Lancaster, will return to Hollywood today from New York.

•

ROY BREWER, Allied Artists manager of branch operations, returned to New York yesterday from the Coast.

•

ROBERT RAPPAPORT, associated with his father in the operation of Rappaport Theatres, Baltimore, is recuperating in Florida from injuries received in an automobile accident.

•

LESTER DINOFF, of the publicity department of Rank Film Distributors of Ameriea, will be married on June 1 at the Warwick Hotel here to RITA BERGER.

•

ALLEN M. WIDEM, film editor of the "Times," Hartford, will leave there tomorrow for Chicago.

•

MRS. DON WILSON, co-owner with her husband of the Border Drive-in Theatre, near Chazy, N.Y. has given birth to a daughter at Plattsburgh (N.Y.) Hospital.

•

HERB SHRINER, television star, has left here for London via B.O.A.C.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, and MRS. DAVIS arrived here yesterday from Toronto. They will leave for Chicago at the weekend, returning here next week.

•

WILLIAM RICHARDSON, president of Capital Releasing Co., Atlanta, has left there with CHARLES SIMPSON, vice-president, for Los Angeles.

Soviet Group Due Next Week

(*Continued from page* 1)

the cultural exchange agreement announced by the U. S. State Department some time ago.

Kreisler, like Eric Johnston, president of the Motion Picture Association of America, has for some time past been endeavoring to reach an agreement for the sale of American films to Russia and other countries behind the Iron Curtain.

Davydov indicated he would be accompanied by an associate and that separate negotiations would be conducted with Johnston and Turner Shelton, head of the Motion Picture division of the U. S. Information Agency, who constitute the U. S. committee for films under the cultural exchange agreement.

The Sovexportfilm official informed Kreisler, whose NFA represents independent producers and film owners, that one of the pictures he handles, "Tomorrow Is Forever," starring Claudette Colbert and Orson Welles, has been approved by Soviet authorities for import there. Approval of a second, "The Brave One," is pending and will be discussed by the Russians during their stay here.

From other sources Kreisler was advised recently that Poland may approve a further import of films handled by NTA. Under an earlier agreement, some five features were approved by Polish authorities.

The cultural exchange agreement's provisions include purchase of Soviet films for American exhibition as well as sale of American films to Moscow. It also specifies that implementation of the film section's provisions be under a standing committee of four members, of which two shall be appointed by each country. Johnston and Shelton are the two American members. Presumably, Davydov and his thus far unidentified associate have been named as Moscow's representatives.

An MPAA spokesman said Johnston has been advised that a delegation of "four or five" Russian officials have applied for visas in order to come here for talks under the cultural exchange agreement, but that both the dates of their departure from Moscow and arrival here are unknown. He said it was assumed the delegates would talk to representatives of American film interests as well as to the Johnston-Shelton committee.

Second Charity Showing Of 'Pacific' Tonight

A 60-foot replica of a United States aircraft carrier will be anchored in front of the Criterion Theatre here tonight for the festivities attending the second charity premiere of Rodgers and Hammerstein's "South Pacific." Proceeds from the benefit debut will go towards the contruction of the new Navy-Marine Corps stadium to be built at Annapolis.

The 25-man Third Naval District band and color guard will parade down Broadway stopping in front of the Criterion to play a medley of songs from the Todd-AO musical. Heading the list of guests will be Osear Hammerstein II, Richard Rodgers, Buddy Adler, Joshua Logan, Rossano Brazzi, Mitzi Gaynor and John Kerr.

Irish Censors Passed 1,118 Films in 1957

From THE DAILY Bureau

LONDON, Mar. 19. — Out of a total of 1,403 short and feature length films submitted by all countries to the Irish Board of Censors during 1957, 1,118 were passed without objection, it was reported here today. 231 were passed with cuts, and 54 were rejected. The United States submitted 326 films, and the United Kingdom 96, but there was no information available as to how many of these films were accepted or rejected.

'Cinerama—South Seas' To Be Ready April 15

From THE DAILY Bureau

HOLLYWOOD, Mar. 19—The fifth production in the Cinerama process "Cinerama—South Seas," will be ready for showing around April 15, according to Carl Dudley, who produced the film for Cinerama. Dudley spent nine months of preparation and filming in islands in the Pacific.

In an interview here Dudley said that the new film is composed of six segments, each with a separate story told against a different background. Sets were built in Australia, making it the first time interiors have been used to tell a story in the Cinerama process, the produeer said.

Dudley is leaving here this week with Alex North, composer of an original musical score for "Cinerama—South Seas," for Oyster Bay, Long Island, where the only reeording equipment capable of handling 146 feet of film per minute is housed.

'Pet' Brings $11,000

Paramount's "Teaeher's Pet" grossed an "excellent" $11,000 in its opening day at the Capitol Theatre here yesterday. Paramount attributed a good part of the "all-day crowd" to the fact that WINS disc jockeys Jack Lacy and Irv Smith were broadcasting from the Capitol Theatre lobby, offering a cash prize a minute to onlookers.

TENT TALI

Variety Club New

MILWAUKEE—Hugo R. V Theatre Equipment and Supply Milwaukee, has been appointed ecutive secretary to Variety Ten 14. The main purpose of this position will be to correlate act and spearhead all drives for the epilepsy clinic here. Vogel has with Wisconsin Variety since i ception in 1947. He was ehief l in 1951.

△

DALLAS—Jack Bryant has res as executive director, effective 15, of the local Variety tent. Barker Edwin Tobolowsky annou Joe Caffo has been appointed a new club manager. Both will concurrently in the club operatio til April 15.

△

DETROIT—Tent 5, Variety is having a very active season. week there was a testimonial din "Wilkie" Wilkinson for 28 yea serviee to the club in arranging showings for shut-ins. It also e passed a Saturday night party fo ehange personnel. Planned for M 26 is a television "Oscar" party. upcoming plans inelude sending 300 underprivileged youngste camp this summer.

'Marjorie' Bow Brin $10,000 for ORT Gr

Special to THE DAILY

MIAMI BEACH Mar. 19 — world premiere of Warner Bros.' jorie Morningstar" at the Beach atre here last night, brought ap imately $10,000 for the bene the Organization for Rehabili Through Training. Proeeeds wi to the 78th anniversary fund paign to help maintain the more 400 free ORT voeational tra schools for displaced persons i eountries.

Wouk and Sperling Attend

Herman Wouk, on whose nov film is based, and Milton Spe who produced the film, attende opening along with several W executives.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News I Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.

Debbie (that "Tammy" Gal) is back...

...she teaches a continental lover and a sophisticated woman the facts of life...and learns about romance from the good-looking boy next door!

to match those record-breaking "TAMMY" grosses!

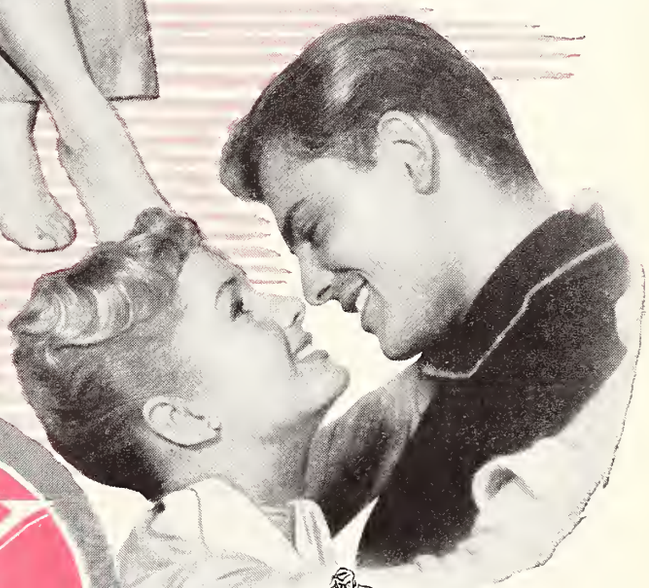


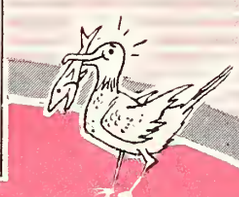


"In terms of the enjoyment registered by the paying customers, it looks like a surefire hit — designed to reach the widest possible audience."
The Film Daily

DEBBIE REYNOLDS
CURT JURGENS
JOHN SAXON







THIS HAPPY FEELING



Hear: DEBBIE SING her new hit song "THIS HAPPY FEELING"

CINEMASCOPE in Eastman COLOR

co-starring
ALEXIS SMITH • MARY ASTOR with ESTELLE WINWOOD

Universal International

Directed by BLAKE EDWARDS • Screenplay by BLAKE EDWARDS • Based on the Play "FOR LOVE OR MONEY" written by F. HUGH HERBERT and produced on the stage by BARNARD STRAUS • Produced by ROSS HUNTER • A UNIVERSAL-INTERNATIONAL PICTURE

Available for a limited number of engagements over the Memorial Day weekend

PEOPLE

Ralph W. Budd, former director of personnel and manager of transportation for Warner Brothers, with which he was associated for 28 years, has joined Arthur Robson (USA) Ltd., travel service, as special sales representative.

□

Bernard Brooks has been named assistant zone manager in Philadelphia for Stanley Warner Theatres. He will have charge of the circuit's first-run houses in that city. **A. J. Vanni** has been placed in control of the Chester and West Chester theatres.

□

George Dorsey, Jr., former Washington representative for Universal-International, has been named manager of the Allied Motion Picture Center, which will open there on April 15 as a space and equipment renting facility.

□

Sigmund S. Maitles, Hollywood advertising and promotion specialist, has been appointed West Coast representative for Kaiser, Sedlow and Temple, New York advertising service.

□

Andy Samuels has resigned as manager of the Garland Theatre, Spokane, Wash.

□

Arthur Weinberger, a veteran of four decades in the industry and for the last nine years with Warner Brothers in Chicago, has retired. He was guest of honor at a farewell dinner held at the quarters of the Chicago Variety Club.

□

Adam Severson has been named manager of the Adamson Theatres in Albany, N. Y.

□

Spike Todorov, former assistant manager of the State Theatre, Harrisburg, Pa., has been named manager of the Colonial in that city, filling the vacancy caused by the recent death of **John D. O'Rear. Harvey Miller** continues as assistant manager at the Colonial.

Also in Harrisburg, **Harry C. Shindler** has been appointed assistant to manager **William Riding** at Loew's.

Honor Todd Sunday

Some 1,200 people will attend a dinner at the Hotel Waldorf Astoria Sunday night to honor Michael Todd. The Friars Club is sponsoring the event.

Pass Dividend

Columbia Pictures announced yesterday that the board of directors "does not contemplate the declaration of any dividend on common stock at this time."

Goetz Sees Future Assured

(*Continued from page* 1)

ness is in at the moment. There has been a great deal of complaining about the economics of it and there is no doubt that, in a number of cases, more money is going out than is coming in. Everyone appreciates that such a condition cannot last, because when you invest in a negative and don't get its cost back there is no money around to make the next picture.

"Let me say right here and now: there always will be a picture business, and it is my personal, considered opinion it is going to thrive and expand. Nothing or nobody stands still. You either go forward or you go back so far you disappear completely.

"It all boils down to this: the prophets of doom and the depressionists are mistaking a changeover for disaster. The fast-moving economics sometimes catch us with our inventory out of date and that is where the change must take place—in the planning of our programs. We must make sure that we have the right pictures to present on the screen, pictures that will have worldwide acceptance.

"Many of us already have made the change and are still working hard to make pictures that will be acceptable to all types of audiences in all areas.

"I have no fear of television putting the movies out of business. On the other hand, I think television is good for the movies. By the same token I also firmly believe that the movies are good for television.

"Don't write off the picture business."

Rank Postpones 'Arabia' Blames Ticket Tax

From THE DAILY Bureau

LONDON, Mar. 19—"In light of problems existing in the domestic market," the Rank Organization has postponed for at least a year the production of "Lawrence of Arabia," which had a budget of £550,000 ($1,540,000).

In particular, the Rank company said it has had to take into consideration "the unreasonable burden" of the entertainment tax here. Plans for the expensive production are expected to be resumed when and if the tax is abolished, which many think, may come about when the national budget comes up for review.

Srere, Jackson to Speak

HOLLYWOOD, March 19 — Exhibitor leaders Bill Srere and Joe Jackson will be the principal speakers at first national distributors meeting of American International Pictures at the Hollywood Roosevelt Hotel.

The meeting, which will run for three days, will be featured by a closed business session each day, and with entertainment features for the delegates' wives each day and evening.

'Henry' Bookings

Exhibitors in 10 college and university cities and towns in North and South Carolina have booked Sir Laurence Olivier's "Henry V" for presentation in April, it was announced by Irving Sochin, general sales manager for Rank Film Distributors of America.

'Lions' Big in Miami

"The Young Lions" grossed $8,636 in three theatres on the first day of its engagement in Miami Tuesday, 20th Century-Fox has reported. Grosses at the Carib, Miracle and Miami Theatres were comparable to those racked up on "Peyton Place" and "A Farewell to Arms," it was stated.

Conciliation Appeal

(*Continued from page* 1)

ciliation some time ago, with Thornton claiming that the two theatres are 12 miles apart and not in competition. Also involved in the dispute was Reade's 9-W Drive-in, which is on the outskirts of Kingston.

20th-Fox's general sales manager Alex Harrison said here yesterday that he had received no report of Thornton's appeal, and that consequently it must have been settled "without any trouble."

Academy to Honor

(*Continued from page* 1)

lished a year ago, will be presented to Samuel Goldwyn.

Honorary awards for continuous contribution to the industry will be presented to Charles Brackett and B. B. Kahane, while a special award will be given "Broncho Billy" Anderson, first Western star, who was the leading player in "The Great Train Robbery."

'Zin' to Schoenfeld

Lester A. Schoenfeld Film has been named theatrical distributor of "The Wilderness of Zin," a 24-minute film photographed in Israel during the expedition of the Biblical archaeologist, Dr. Nelson Glueck. It was photographed in Eastmancolor.

Lasky Awards Tonight

HOLLYWOOD, March 19. — The Screen Producers Guild today announced that Jesse L. Lasky, Jr., will present the gold medallion in SPG's Jesse L. Lasky Intercollegiate Awards ceremonies tomorrow night.

James Sauter Dies

James E. Sauter, former radio production executive and president of U.S.O. Camp shows during World War II died here Tuesday in Doctors Hospital of a cerebral hemorrhage. He was 56 years old.

'Subliminal'

(*Continued from page* 1)

legislative committee he would reverse his position. The Codes C mittee had voted to kill the c panion Dominick bill. After the S ate unanimously approved the L mond act, it was sent to the R Committee.

The teen-agers' committee was formed that the Rules Commi would not report the measure ur Assemblyman Watson changed viewpoint.

Cites FCC Study

The youngsters then made ano plea to the Yonkers legislator. explained again that the Fed Communications Commission studying subliminal advertising, that it would not be proper fo state to intervene in a question al which so little was known.

Wilson's statement was gene believed to mean that subliminal vertising has been written off legislative calendar for 1958.

Secondary-Power

(*Continued from page* 1)

lic assembly accommodating more 100 persons. The Brooklyn Demo explained he had learned there a labor department requiremen this effect but it had not been forced, due to lack of funds. S to correct the latter aspect are b taken, Steingut added.

Companion Bill Rejected

The measure was amended to objections which caused a compa bill to be laid aside at voting in the Assembly last year. Oppon asserted the cost of installing a ondary source of power available automatically provided, upon fa of the primary source, would prohibitive in small Grange and erans' halls.

Steingut said the goal of his was "big places, those operated profit."

Ask Nominations for Brussels Film Festiva

The board of directors of the tion Picture Export Association at meeting this week called for no ations for the Brussels Film Fes which will be held May 13-June American entries may not excee feature length or 12 short films.

Also discussed at the meeting the utilization of the remaining Italian import licenses, the pen Polish contract and the payment sales tax in Chile.

Wage Hearing Slated

The suggested increase in mini wage standards in the amusement recreation industry in New York will have a public hearing her Friday, March 28, industrial con sioner Isador Lubin has annou The hearing is scheduled to beg 2 P.M. in Room 659 at 80 C Street.

PA Approves ct with SAG

e Film Producers Association of York, whose members produce 80 per cent of the country's l television commercials, has rec-nded to its membership that approve the latest draft of the sed agreement with the Screen s Guild, as accepted by the TV ittee of the Association of Amer-Advertising Agencies and the As-ion of National Advertisers.

making the recommendation, almost two months of negotia-FPA's labor relations committee d out that it did so "reluctantly, nsideration of our position in this iation and in order to avoid a stoppage."

Now Talking with Editors

A is currently in negotiation with ilm Editors Union, Local 771, E, and will shortly enter negotia-with the newly-formed Screen tors International Guild, unaffili-Its labor relations committee is setting up liaison with the craft s involved in motion picture pro-on, which might have been "dis-ly damaged by a strike which hreatened by the SAG if its de-s weren't met," the FPA said day.

New Strong Lamp Demonstrated on Tour

Special to THE DAILY

PITTSBURGH, March 19. – The Strong Electric Caravan which is currently touring all film exchange centers to demonstrate the Strong Electric Corp.'s new projection arc lamp visited here today. The demonstration took place at the Harmar Drive-In Theatre in Harmanville, a suburb of Pittsburgh. On Saturday night the caravan will be in Atlanta.

The demonstrations which began early this week in Detroit, are being held for exhibitors, projectionists and dealers. The caravan includes a fully equipped truck set up as a projection booth. The new arc is described as utilizing a new method of carbon burning resulting in a "cylindrically-shaped arc source as opposed to the flat disc source previously used." It caravan will be in Atlanta.

W. K. Hollander, 74

CHICAGO, Mar. 19—Funeral services were held here today for William K. Hollander, who was press chief of the Balaban & Katz theatre circuit until his retirement in January, 1956. He died Tuesday at the age of 74. Hollander is survived by his wife, Sophia, and two children, Marshall J. Hollander, sales representative for the James Metal Products Co., and Mrs. Helene Florscheim of Manhasset, Long Island.

Television Today

FCC Approval

(*Continued from page* 1)

cide on permanent authorization after they had studied the test data.

Commission Chairman John Doerfer also revealed that the FCC originally had doubts about its legal power to authorize toll-TV. He said this doubt was resolved "upon advice of counsel and after thorough discussion with the staff and considering the legislative history and specific provisions in the act." After this study, he said, "We concluded we had had authority to act and that it was our duty to act."

Doerfer underwent critical questioning from subcommittee chairman Thomas (D., Tex.) as to whether TV stations were being fair in giving the same amount of TV time to backers of toll-TV as they gave to opponents. Doerfer said the FCC has "some difficulty in applying any sanction" in cases of equal time, and that "about as close as we can come to implementing a policy of fair play is to consider the overall programming of a broadcaster."

"Changes in network affiliation policies are almost certain as a result of the comprehensive network study begun in 1956," the FCC said.

Who's Where

Robert P. Engelke has joined the ABC Television Network as manager of sales development, it was announced by **Gene Accas**, vice-president of TV sales development. Engelke, who will report to **Bert Briller**, ABC-TV director of sales development, was formerly supervisor of the NBC-TV sales presentation department.

□

The appointment of **Robert L. (Bud) Swats, Jr.**, as manager of the Detroit office, CBS Television Network Sales, was announced by **Thomas H. Dawson**, CBS Television vice-president—Network Sales. Swats was manager of the Detroit office of the NBC Radio Network from January, 1955 until July, 1956 and most recently was account executive for Time, Inc. and "Life Magazine."

□

David H. Polinger has been appointed sales account executive for WABC-TV, it was announced by **Joseph Stamler**, WABC-TV sales manager. Polinger joins WABC-TV after more than two years as general manager of WAPA-TV, San Juan, Puerto Rico.

It's a long, long line at your box office, Mr. Exhibitor,
with Jerry Wald's production of WILLIAM FAULKNER's

The Long, Hot Summer

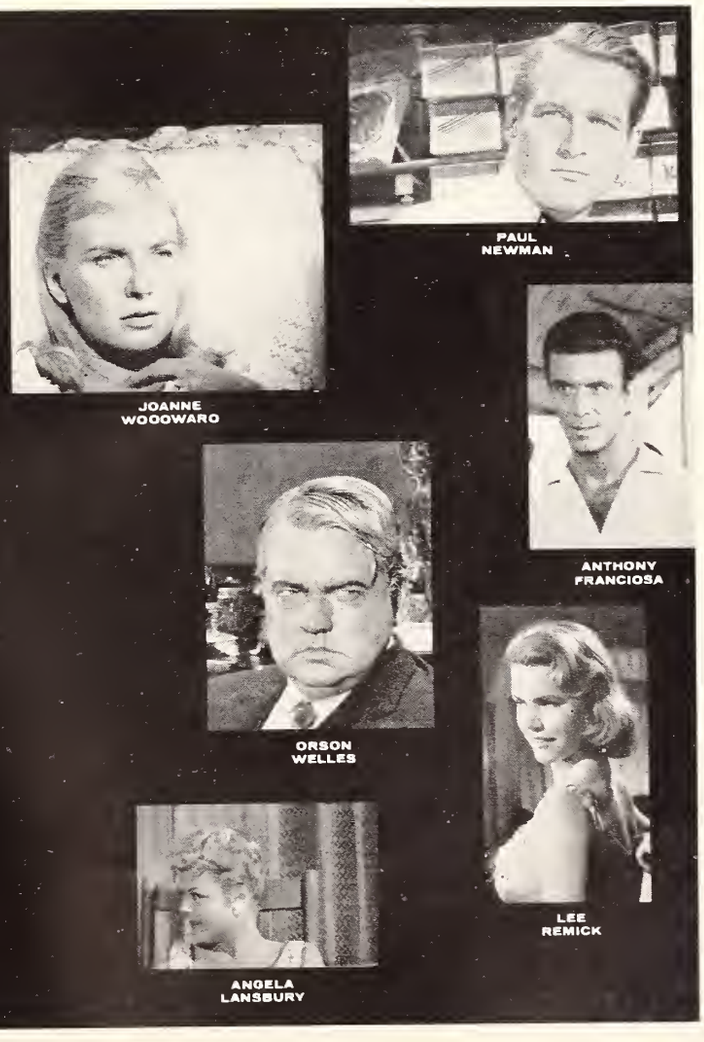
starring

PAUL NEWMAN
JOANNE WOODWARD
ANTHONY FRANCIOSA
ORSON WELLES
LEE REMICK
ANGELA LANSBURY

winner of seventeen *Magazine's*
picture-of-the-month award for April

Selected by SEVENTEEN as SCHOOL for television discussion

Color by De Luxe *CINEMASCOPE®*



National Pre-Selling

"YOU GO TO FRANCE" is the title of "Seventeen's" April issue, in which the magazine salutes the French entertainment industry, putting the emphasis on motion pictures produced there. Maria Schell is featured in a photo from "Gervaise." Edwin Miller, entertainment editor says, "At its best, French entertainment has a magnificent flair."

"The Hollywood Scene" travels to France in this issue. Production set stories appear on Leslie Caron, star of "Gigi," and on Bob Hope and Fernandel of "Paris Holiday." Maurice Chevalier at 70, ageless, sparkling, is spotlighted on the entertainment page. And reviewed in this issue is Lopert's Academy Award nominee, "Gates of Paris."

•

M-G-M's "Merry Andrew" is advertised on the table of contents page in the March issue of "McCall's."

•

"Witness for the Prosecution" is reviewed in the March issue of "Coronet."

•

One memo of David O. Selznick's in "Life's March 17 issue is particularly impressive. It was written to his production chief. He said in part, "I am greatly concerned lest anybody get hurt—and much more anybody getting killed—in the course of the production of 'A Farewell to Arms'. There is no movie in the world that is worth serious injury to a single person. I don't give a damn if the whole picture suffers, much less one scene—DOS."

•

In selecting "A Farewell to Arms," for the "Redbook" picture of the month for March, Florence Somers says "The opening shots, in color, of the Dolomite and Lago Maggiore sections of Italy are the loveliest ever screened, and the scenes of the troops winding their way up the Alps are most impressive."

•

In an article titled, "I Married Kirk Douglas," Anne Douglas gives a wife's eye view of the star and producer of "The Viking." It appears in the March 28 issue of "The American Weekly Magazine."

WALTER HAAS

You know when you want to know with
MOTION PICTURE ALMANAC and TELEVISION ALMANAC
on your desk . . .
Each $5—In combination $8.50 Postpaid
QUIGLEY PUBLICATIONS
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South Pacific

(CONTINUED FROM PAGE 1)

an audienee. Whieh they most eertainly do. Credit for mueh of the sueeess of sueh effeets must go, of eourse, to the Todd-AO proeess, used here for the third time ("Oklahoma!" and "Around the World in 80 Days" being the first two), and also to that proeess's six-ehannel, hi-fi theatre sound.

Some of the most entertaining and pieturesque sequenees in the pieture's entire 171 minutes running time take plaee on the neighboring island of Bali Ha'i, which eould not be shown on stage and eould only be referred to in dialogue. The elaborate boar's tooth eeremonial number, choreographed by LeRoy Prinz; seenes shot aboard planes, on the water, all the scenes on the island where Brazzi, as the Freneh planter, and Kerr, as Lt. Cable, observe Japanese naval movements, a beaeh scene in whieh thousands of troops have been marshalled for embarkation, and many others contribute importantly to the film produetion yet obviously eould not be presented on the stage.

It is in sueh respects that this production attains newness and freshness which set it apart and, perhaps, above its stage origin. And eertainly it laeks nothing in the quality and ability of its prineipals. This is partieularly true of Brazzi, in the role of the Freneh planter originated by the late Ezio Pinza, and Miss Gaynor as the Navy nurse, Nellie Forbush, who falls in love with him. Kerr, perhaps, leaves something to be desired as the fated lieutenant, in love with the native girl, Liat, but unable to bring himself to marry her before he is killed on the mission for whieh Brazzi also volunteers. Kerr at times appears lethargie to a fault, suggesting a self-conseiousness alien to the Lt. Cable eharaeter.

Franee Nuyen as Liat is well suited to the pleasing, atmospherie role of the romantic young native, as are others in the same roles they played on the stage, sueh as Juanita Hall as Bloody Mary, Liat's mother; Ray Walston as Luther Billis, the opportunistie Seabee; and Russ Brown as Capt. Braekett. Equally good are Jaek Mullaney as The Professor; Ken Clark as Stewpot, Floyd Simmons as Harbison, Tom Laughlin as Lt. Adams, and little Candaee Lee and Warren Hsieh as native ehildren.

BUT IN PERFORMANCES, perhaps the most engaging and diversified is Miss Gaynor's. In the role originated by Mary Martin on the stage, she has numerous opportunities to sing and danee, talents already familiar to her publie, and in addition she proves herself a fine aetress and a beguiling comedienne, the latter in her work as an entertainer in a eamp show on the island. The show provides one of the eomedy highlights of the produetion.

Memorably sung are all of the Rodgers & Hammerstein hits of the produetion.

Interesting eolor effeets are introduced throughout the pieture, with bright tropieal hues giving way to mist-pearl, diffused night-time lights, and sepia-like monotones. They are effeetive atmospherieally and in some instanees dramatieally so.

Paul Osborn wrote the sereen play from the Rodgers and Hammerstein stage play, which was based on James A. Miehener's "Tales of the South Pacific." Everyone associated with this outstanding produetion is deserving of commendation, espeeially George P. Skouras whose Magna Theatre Corp. brought all of its elements together to make it all possible. It is almost eertainly destined to establish new business horizons for the industry in an era when not a few pietures already are well started on the way to doing just that. It will, of eourse, be roadshown in Todd-AO-equipped theatres at the outset. Under sueh arrangements it will be shown with a 10 or 15-minute intermission between its first 90 and last 80 minutes.

Running time, 171 minutes. General classification. Release, speeial.

SHERWIN KANE



"South Pacific" stars John Kerr, Mitzi Gaynor and Rossano Brazzi.

Jameyson to Explain I Trust Plan to TOA Bo

H. E. Jameyson, board chairma Commonwealth Theatres of Ka City, Mo., will explain his plan fo exhibitor investment trust dealing motion picture company securitie the board of directors and execu committee of the Theatre Owner America at their mid-winter mee at the Hotel Mark Hopkins, San F cisco, next Monday and Tuesday. announcement was made yesterday Ernest G. Stellings, TOA presid who said he had invited Jameyso attend and the latter had accepte

Outlined Last Week

Jameyson first outlined his last week at a showmanship mee of mid-western theatremen in Ka City. He proposed the investr trust purchase shares of produc and distribution company stock so exhibitors would have a direct v in the operation of these compa particularly in being able to r rank-and-file stockholders.

The mid-winter meeting will be lowed on Wednesday and Thur by TOA's first drive-in conven Drive-in operators and owners f all parts of the country will partici with an attendance in excess of anticipated.

Two More Speakers Slated

The convention co-chairmen, Blumfeld and Roy Cooper, also nounced yesterday the addition of speakers to the concessions for which is scheduled Thursday a noon. Norman Wasser head of P Cola's theatre department, will sp on "How To Get More Profit Ou Drinks." Charles Bourdelais, of theatre department of Coca Cola C pany will speak on "Quality Contr Drinks."

Sees 10% Increase i '58 Theatre Attendan

A 10 per cent increase in mo picture theatre attendance this is predicted in the first issue of a monthly newsletter published by atre-Screen Advertising Bureau, organization formed in January to sist advertisers and advertising a cies in obtaining data about medium. The newsletter is maile advertising executives.

The report also foresees an a ence of 159,000,000 persons month to be exposed to adverti messages in motion pictures du 1958. This estimate takes into acc only theatregoers above 12 year age.

Predicts Advertiser Interest

In addition the newsletter estim that approximately 175 national vertisers and more than 25,000 l advertisers will promote their p ucts and services through color f in theatres. Costs are expected range from $5 to $7 per thou viewers, depending on the lengt the film.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 83, NO. 56 NEW YORK, U.S.A., FRIDAY, MARCH 21, 1958 TEN CENTS

ITORIAL

isiness-Building–Full-Time Job

By Sherwin Kane

HIBITORS in the Cleveland and Minneapolis regions recently an- nounced individual plans for local ness-building campaigns, to be ced and conducted within their boundaries. A similar proposal been advanced in other exchange rs, and if supported by enough itors may be undertaken in ad- nal localities.

goes without saying that any ness-building effort at this time, her by organized exhibitors or idual theatre owners, is greatly e desired and commended. Such ts can be made to fit smoothly the framework of the all-industry ness-building campaign which is duled to be launched next Wed- ay with the nationwide, industry- sored Academy Awards telecast.

•

he primary aim of the all-indus- campaign is to bring about a ge in the prevailing national cli- of opinion about movie-going; ansform a negative attitude into ive action. There is no better e to start effective action of that than on the local level and in grass roots. Without that coopera- and supplementary action the na- l campaign at best could be only ally successful.

o be fully effective, the campaign be no less than what it is de- ed to be. Regaining the co-called audience is an objective which, tained, will benefit every member he industry, and the success of campaign will be determined by degree to which every member of industry contributed to it.

•

ocal efforts and campaigns not will be of value but will be es- ial to the success of the all-in- ry campaign. But they should not onducted to the exclusion of the r, either in matters of promotional t or financial support. They can strength from the national drive thereby assure their own success. the same token, the national paign can succeed only to the nt that regional, even individual tres, are benefited. If local cam- ns are permitted to become divi- of the all-industry effort, both be the losers.

Utah, Idaho Exhibitors Organize New Group as TOA Affiliate

Special to THE DAILY

SALT LAKE CITY, March 20—Theatre exhibitors in Utah and Idaho have formed a new organization which will be affiliated with Theatre Owners of America. The group was organized at a meeting here yesterday and is to be called the Mountain States Theatre Association.

Formation of the group was effected after the exhibitors were addressed by Frank H. Ricketson, Jr., vice-president of National Theatres, and Robert W. Selig of Fox Intermountain. Both speakers pointed out

(*Continued on page 6*)

Name 3 B-B Committees

Names of the members of the three committees which will conduct the industry's business building campaign were announced yesterday by Abe Montague and Ernest G. Stellings, who were appointed last June by the COMPO executive committee as co-chairmen of a ways and means committee for the organization and financing of the campaign.

In a joint statement issued by the

(*Continued on page 3*)

WB's Albany Exchange Will Close on Mar. 28

Special to THE DAILY

ALBANY, March 20. — The Warner Brothers exchange here will be permanently closed, effective March 28. Only branch manager Raymond S. Smith will remain on the local payroll, working from his home. Clark Film Service will handle the Warner inspecting and shipping—as it does for several other distributors here. Bookings and billings will be conducted from New York.

Cooper Foundation Acquires 7 Theatres

Special to THE DAILY

LINCOLN, Nebr., March 20. — Cooper Foundation Theatres has announced acquisition of the Ralph D. Goldberg circuit of seven theatres in Omaha, Nebraska, and Council Bluffs, Iowa.

The theatres involved in the trans-

(*Continued on page 6*)

New Republic Handling Plan for Coast Cities

From THE DAILY Bureau

HOLLYWOOD, March 20 — Under arrangements similar to those effected in Milwaukee, Albany and other Eastern exchange centers, Republic Films of California, independent distributors, will distribute Republic Pictures product in Seattle,

(*Continued on page 5*)

Big Campaign in San Francisco Urges Patrons Watch 'Oscar' Show

Special to THE DAILY

SAN FRANCISCO, March 20—Almost without exception Northern California exhibitors have gone all out to exploit next week's telecast of the Academy Awards. Independent and circuit houses alike are urging their patrons to tune in on the various channels videoing the industry-sponsored telecast during the normally prime box office time of 7:30 to 9 P.M.

The Northern California Theatre Association set up a committee weeks in advance chairmanned by Irving M. Levin, regional director of San Francisco Theatres, Inc. Advertising and publicity urged theatre patrons to stay home on March 26 for the big TV awards show.

"The Big Four" here on Market Street—Paramount, Fox, Golden Gate, and Warfield—got together for a coordinated drive with the Warfield manager, William H. Elder, in charge of the campaign. Each theatre's publicity department handled separate phases of the ballyhoo effort. One concentrated on newspaper editorial releases, another on the drama editors, the third on radio and TV, and the fourth on special stunts such as Pre-

(*Continued on page 6*)

Justice Dept. Upheld

AB-PT Denied Reacquisition In Elgin, Ill.

Circuit Can Re-Petition On Different Grounds

District Court Judge Edmund L. Palmieri has upheld a Justice Department argument that a divorced circuit cannot, without court approval, reacquire a divested theatre to replace one lost through fire or conversion.

Palmieri made the ruling as he enjoined American Broadcasting - Paramount Theatres from reacquiring, without his okay, the Grove Theatre in Elgin, Ill. AB-PT had sought to reacquire the once-divested Grove to replace the Rialto, which was burned

(*Continued on page 5*)

Academy Names 11 For Scientific Awards

From THE DAILY Bureau

HOLLYWOOD, March 20—Scientific and Technical Awards to be presented at the Academy of Motion Picture Arts and Sciences presentations show, Wednesday, at the Pantages Theatre, and simulcast nationally, were announced today by Academy president George Seaton.

A Class 1 Award will be made to

(*Continued on page 6*)

Tamarin Elected V-P Of UA Records, Music

Alfred H. Tamarin has been elected a vice-president of United Artists Record Corp. and United Artists Music Corp., Max E. Youngstein, president of both companies, announced yesterday.

Tamarin had served as Youngstein's

(*Continued on page 5*)

Television Today

Page 5

PERSONAL MENTION

ELMER C. RHODEN, president of National Theatres, will arrive in New York today from the Coast.

•

KENNETH WINCKLES, joint managing director of the J. Arthur Rank Organization, will leave here today via B.O.A.C. for Kingston, Jamaica.

•

PAUL LAZARUS, JR., Columbia Pictures vice-president in charge of advertising-publicity, will return to New York from Europe on Monday via B.O.A.C.

•

MARTIN FRIEDMAN of AB-PT Pictures, is in Philadelphia today from New York.

•

LOUIS PHILLIPS, Paramount Pictures vice-president and general counsel, has returned to New York from the Coast.

•

MORT FINE and DAVID FRIEDKIN, producers, who arrived in New York from Hollywood this week, left here yesterday via B.O.A.C. for Montego Bay, B.W.I.

•

CLAY V. HAKE, overseas sales manager for "The Ten Commandments," will return to New York on Sunday from a South American tour.

•

W. GORDON BRADLEY, Paramount's Southeastern division manager, was in Jacksonville yesterday from Atlanta.

•

BUDDY ADLER, 20th Century-Fox executive head of production, returned to Hollywood yesterday from New York.

Cooper Independent

HOLLYWOOD, March 20.—Merian C. Cooper said today he would devote his entire time from now on to his own independent producing company Merian C. Cooper Enterprises, Inc. He indicated he has completed his assignments as vice-president of C. V. Whitney Pictures, Inc.

'Gigi' Into Royale

MGM's production of "Gigi" will open on a roadshow policy at the Royale, legitimate theatre on West 45th Street, following the closing in May of the current limited engagement of "The Entertainer," in which Laurence Olivier is starred.

TRADEWISE

By ONLOOKER

LEONARD GOLDENSON, American Broadcasting - Paramount Theatres chief, in conversation with trade press representatives at a recent luncheon, expressed surprise that the industry-sponsored Academy Awards telecast next Wednesday night will include no "plugs" or advertising of any kind for outstanding films about to be released. Goldenson felt that the omission was a serious one. Because this department since has encountered the same surprise and disappointment in other quarters, the questions "How come?" and "Why not?" were asked. . . . The basic reason is that all arrangements for the telecast made with unions, guilds and others stipulate that the program is non-commercial. To introduce commercials would require entirely new and different arrangements with the unions at considerably greater cost. Moreover, if the program were to include commercials for coming attractions, there would immediately arise the very delicate and complex problems of deciding whose and what attractions would be included (or excluded), how much time would be devoted to each, what could be said about them, and who would make such decisions. . . . Past experiences of that kind have demonstrated just how explosive such questions can be and how impossible it is to satisfy everyone involved in them.

UNIVERSAL PRESIDENT Milton Rackmil's statement at the company's annual meeting of stockholders recently that, far from contemplating liquidation of any of U-I's major assets, as irresponsible rumors had it, the company would be back in production by July 1, came as welcome news not only to Universal personnel everywhere but also to the trade at large. Just as word that an important company is experiencing difficulties becomes a setback for the entire industry, so does news that a company's problems are near to solution give the entire industry a lift. . . . Now comes word from Hollywood that Rackmil's current stay at Universal City will see the first steps taken toward that promised resumption of production. It is reported he will discuss with studio executives the first of the new properties to be put before the cameras, together with casts, and will advance plans for deals with independent producers to release through U-I. With a succession of important releases at hand and the strengthening effect of the $7 millions in economies realized in the past four months to draw upon, Universal obviously is in a most favorable position to resume the promised operations.

WITH NO WISH whatever to deprecate the desirable—to exhibitors, at least—aspects of Commonwealth Theatres' H. E. Jameyson's recent proposal for the formation of an investment trust to acquire stock in producing-distributing companies for exhibitors who wish to have a voice in formation of their policies, it is, nevertheless, something that is very difficult for anyone with knowledge of exhibition's record in such matters to take seriously. . . . Time and time again proposals not only of the same kind but also contemplating exhibitor financing of production have been advanced, and have soon been forgotten. The history of attempts at joint exhibitor financing does not include a single instance of important money being raised for any purpose concerned with exhibition's self-interest. Whether it be financing of production in periods of product shortage; buying up major company backlogs to keep them from television or buying film stocks to influence policy, the efforts have been uniformly fruitless. To change the pattern there probably will have to be a new breed of exhibitor. . . . Eddie Cheyfitz, who was an assistant to MPAA's Eric Johnston some dozen years ago, and prior to that prominent in labor activities, is the subject of an article in Fortune magazine for April which is subheaded, "The teamsters' deal maker." Cheyfitz in the past wrote many articles for Fortune.

Urges Industry Spons Festivals, Audience P

"Immediately after the exciten has subsided and the benefits of Academy Awards have been rea an industry organization, prefer COMPO, should make plans for a ries of American film festivals, or positions, to be held in Septemb urges Frank H. Ricketson, Jr., tional Theatres vice-president, in current issue of the company's ho organ, "Showman."

According to Ricketson, the Ac emy Awards "stimulate the entire dustry, but one institutional prog cannot supply the momentum to c us for an entire year. We need at l three nationally promoted events.

Ricketson suggests that since Academy Awards are held in Ma a film festival or exposition might promoted in September and then audience participation poll in Dec ber. "Each event," says Ricket "would have substance and nati impact and each would sustain in est."

Suggests Rotation Plan

Once inaugurated, the film festi are "certain" to become annual eve Ricketson feels. He points out th rotation plan might be followed. 1958, for example, four nation sponsored festivals could be held New York, Chicago, Los Angeles, New Orleans, and the following in Washington, St. Louis, San F cisco, and Dallas.

Such an undertaking, Ricke states, "national in dimension properly promoted, would bring l dreds of thousands of visitors to sponsoring communities and would tegrate theatres with civic authori merchants, the press, radio and t vision."

Calls Cooperation Vital

"Four to six months," Ricke adds, "would be required to lay ground-work, make the tie-ups complete the intensive promotion a local level. However, to be succ ful a film exposition must be bac up by the united efforts of produc and distribution. The exhibitor ca possibly work without the aid of studios, and production would be l less without the cooperation of local showmen."

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
DANNY KAYE
in "MERRY ANDREW"
co-starring PIER ANGELI
BACCALONI • NOEL PURCELL • ROBERT COOTE
In CinemaScope and METROCOLOR
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. O National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 for Single copies, 10c.

Sindlinger Workshop Speakers Are Listed

Speakers at the first Sindlinger & ompany ticket-selling workshops to held in Baltimore and Richmond, a., April 1 and 3 respectively, were nounced yesterday by Mike Simons, ho will conduct the business-building ssions.

Theatre architect Drew Eberson will eak on "The All-Weather Drive-In oncept—The Theatre of Tomorrow," hile drive-in operator James R. Partw will lead the discussion of ticketelling ideas for outdoor exhibitors. hode Island exhibitor Joseph Jarvis ill handle the problems of the smallwn and subsequent-run operators, id Harold H. Brown, president of nited Detroit Theatres will also apear.

Al Sindlinger will be on hand at oth meetings to present his organation's findings from an advance surey of forthcoming product and diss strong points of each picture as evealed by continuous surveys.

Brazil Branch Wins UA International Drive

United Artists' branch in the Brazilian city of Curitiba has won he grand cash prize in the company's 957 International Drive, it was announced yesterday by home office aptain, Louis Lober. The Curitiba ffice, managed by Angelo Ivo Busnardo, topped the 94 UA overseas branches in Europe, Asia, Africa, Australia and Latin America that competed in the sales contest.

Lober also announced that the top ash prize in the exploitation phase of the 12-month campaign has gone to Brazil, whose general manager is Enrique Baez. The Australian office, headed by managing director Ron Michaels, has won first place for the year in the administration competition.

N.Y.C. Flaherty Award Goes to 'Hunters'

New York City College's Robert J. Flaherty Award for 1957 "for outstanding creative achievement in the documentary film" has been given to "The Hunters," it was announced here yesterday by Yael Woll, director of the City College Institute of Film Techniques which sponsors the annual competition.

Presentation of the award will be made tomorrow night at 8:30 P.M. at a screening held in cooperation with Cinema 16 at the Fashion Institute here. Arthur Knight, film critic for the "Saturday Review" and a member of the panel of judges, will make the presentation.

Cole to Make Tour

Nat "King" Cole, who portrays W. C. Handy in Paramount's "St. Louis Blues," will make a nation-wide tour during April to exploit the film. He first will attend the world premiere at St. Louis on April 10.

The Goal is the Need of Others . . .



M.P. DAILY picture

THE LISTENERS here include: Barney Balaban, Arthur Mayer, Abe Montague, Arthur Krim, Herman Robbins, Louis Phillips, Adolph Schimel, Irving Greenfield and Leon Goldberg.

THOSE WHO HEAR WILL GIVE, and the gentlemen photographed here listening to Edward Warburg—will do the telling. The scene is Paramount's seventh floor law library which yesterday was a dining room and where, to United Jewish Appeal campaigners at their first luncheon, Barney Balaban was host, mentor, and (as it developed) a man whom they so respect for long service and general wisdom, they intend later to honor. At their climactic luncheon May 22, he'll be their special guest, for the first time "officially."

The speakers he introduced and who each appealed in a manner special and significant were Warburg, national chairman; Leon Goldberg, retiring after two years as amusement industry chairman; and Irving Greenfield, who now takes over.

Points to Displaced Persons

Speak loudly enough and the case is clear, it will sell itself—Israel even this year probably has to absorb 80,000 or so displaced persons, and the Hungarian emergency alone showed clearly even in this country how expensive this kind of aid can be—Mr. Warburg stressed, and suggested marking poignantly the 10th anniversary of Israel, a country where, he said, probably uniquely, people have conviction about the future. He added his listeners should visit Israel not as tourists to spend money but "for the thrill."

Mr. Goldberg said last year's effort raised $680,000, slightly more than the year before, and commented, considering the state of the industry, "it is a record I am and I am certain you are proud of."

Welcomes a 'Tough' Job

Mr. Greenfield, whom he introduced as a man respected, admired, and liked, and a worker, acknowledged his job would be "tough."

He added he expected the cooperation others elicited, and that currently he isn't defeatist. He commented he'd been coming to meetings for years under other chairmen and now he's one.

"Now that it's happened, I'm glad." —F. S.

Describes New Russian Wide-Screen Process

A proposal that Cinerama features be shown in Moscow in return for exhibitions in London and Paris of the new Russian 'Panoramic' process was made here yesterday by Nicolas Reisini, president of Robin International Cinerama Corp., which operates Cinerama theatres abroad.

Reisini said that the first film in the Russian wide-screen process, "Wide Is My Country" is a travelogue of the Soviet Union, including scenes of Moscow, the Black Sea, Leningrad, Carpathia and the Caucasus Mountains. The process was first shown at the Mir Theatre in Moscow this month, according to Reisini, and critics reported "the best sequences were scenes in a Ural steel-making plant and a hectic ride down a churning rapids-filled river aboard a log raft."

'Run Silent' to Open In Chicago March 27

Hecht-Hill Lancaster's "Run Silent, Run Deep" will have its midwestern premiere in Chicago at the United Artists Theatre on March 27, the same day that it opens here at the Victoria Theatre, it was announced yesterday.

A nine-foot cross section model of the Nautilus, the United States' first atomic submarine, will be displayed in the Victoria lobby today to promote the United Artists release.

Award to Spiegel

Producer Sam Spiegel has been named winner of the One World Award for 1957 for "The Bridge on the River Kwai," by the One World Council, Inc. Presentation of the award will be made May 24, at which time Spiegel will accept personally.

B-B Groups

(*Continued from page* 1)

COMPO office, it was explained that the three committees in charge of the campaign will be a board of sponsors, an executive committee and an operating committee of company and theatre advertising experts. Each committee will have on it representatives from the five organizations supporting the campaign. These are the MPAA, TOA, Allied States Association, MMPTA and ITOA.

Those who have accepted appointment to the board of sponsors are Horace Adams, Abe Blumenfeld, Harry Brandt, Max A. Cohen, Si Fabian, Leopold Friedman, Leonard H. Goldenson, Julius Gordon, Alex Harrison, Eric A. Johnston, George G. Kerasotes, Sidney M. Markley, Abe Montague, Elmer C. Rhoden, Sam Rosen, Sol A. Schwartz, Spyros P. Skouras, Wilbur Snaper, Ernest G. Stellings, Solomon M. Strausberg, and Mitchell Wolfson.

Five on Executive Committee

The executive committee will consist of Montague, Stellings, Adams, Brandt and Strausberg. Each of the five organizations represented on the committee will choose an associate authorized to represent the organization at meetings which the organization's designated member may be unable to attend.

Ralph Hetzel, vice-president of the MPAA, will represent that organization in the absence of Montague. Associate representatives named by other organizations are the following: Jack Kirsch to represent Allied in the absence of Horace Adams; Max A. Cohen, to represent ITOA in the absence of Harry Brandt and Leslie R. Schwartz, to represent MMPTA in the absence of Solomon M. Strausberg. Ernest Stellings will name his alternate to represent TOA later.

Operating Unit Named

Those named to the operating committee, which will prepare and place all advertising and be the creative group of the campaign, are Paul N Lazarus, Jr., chairman; Maurice A Bergman, Ernest Emerling, Charles Einfeld, Al Floersheimer, Harry Goldberg, Martin Levine, Harry Mandel Charles E. McCarthy, Jerome Pickman, Si Seadler, Wilbur Snaper.

Magnetic Recording on 83rd SMPTE Agenda

Magnetic video tape recording wil be the subject of one of the session at the 83rd semi-annual Society o Motion Picture and Television Engineers' Convention to be held April 21 26 at the Ambassador Hotel in Lo Angeles.

The subject will be discussed b engineers of the Ampex Corp. and th Radio Corp. of America. Other sessions at SMPTE session will be devoted to closed circuit TV, sound recording, motion picture studio practices, industrial and instrumentatio photography, and plastics for the mo tion picture and TV industries.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
MARCH	MACABRE Jim Tylo, Polly Baron — 73 min. (Rev. 3/10/58) COLE YOUNGER, GUNFIGHTER (CS, color) Frank Lovejoy, Abby Dalton SEVEN GUNS TO MESA Charles Quinlivan, Lola Albright	COWBOY (color) Glenn Ford, Jack Lemmon — 92 min. (Rev. 2/11/58) THE TRUE STORY OF LYNN STUART Betsy Palmer, Jack Lord—78 min. (Rev. 2/17/58) BITTER VICTORY (CS) Richard Burton, Ruth Roman—82 min. (Rev. 2/19/58) CURSE OF THE DEMON Dana Andrews, Peggy Cummins—82 min. (Rev. 2/27/58)	SAOOLE THE WIND (CS, color) Robert Taylor, Julie London —84 min. (Rev. 3/4/58) THE HIGH COST OF LOVING (CS) Jose Ferrer, Jean Rowlands — 87 min. (Rev. 3/11/58)	DESIRE UNDER THE ELMS (VV) Sophia Loren, Anthony Perkins — 114 min. (Rev. 3/12/58) COUNTRY BOY MUSIC Ferlin Husky, Rocky Graziano HIGH HELL John Derek, Elaine Stewart — 87 min. (Rev. 3/14/58)	SING, BOY, SING Tommy Sands, Lili Gentle — 90 min. (Rev. 1/13/58) COUNT FIVE AND OIE (CS) Jeffrey Hunter, Nigel Patrick AMBUSH AT CIMARRON PASS Scott Brady, Margia Dean —73 min. (Rev. 3/7/58)	PATHS OF GLORY Kirk Douglas, Ralph Meeker — 86 min. (Rev. 11/18/57) RIOE OUT FOR REVENGE Rory Calhoun, Gloria Grahame—79 min. (Rev. 10/22/57) THE STEEL BAYONET Leo Genn, Kieron Moore — 84 min. (Rev. 3/3/58)	THE LAOY TAKES A FLYER (CS, color) Lana Turner, Jeff Chandler — 95 min. (Rev. 1/21/58) DAMN CITIZEN! Keith Andes, Margaret Hayes—88 min. (Rev. 1/13/58) MARK OF THE HAWK Eartha Kitt, Sidney Poitier — 83 min. (Rev. 2/18/58)	LAFAYETTE ESCAORILLE Tab Hunter, Etchika Choureau — 86 min. (Rev. 2/4/58)	CAMPBELL'S KINGOOM (Rank F. O. A.) (color) Oirk Bogarde, Stanley Baker—102 min. (Rev. 2/17/58) JUVENILE JUNGLE (Rep.) (N) Corey Allen, Rebecca Welles JOY RIOE (Rep.) (N) Gene Evans, Scott Marlowe STRANGE CASE OF OR. MANNING (Rep.) Ron Randall, Greta Gynt
APRIL	HELL'S FIVE HOURS Steven McNally, Colleen Gray WAR OF THE SATELLITES Susan Cabot, Oick Miller QUANTRILL'S RAIOERS (CS, color) Steven Cochran, Gale Robbins	SCREAMING MIMI Anita Ekberg, Phil Carey—79 min. (Rev. 3/14/58) LET'S ROCK Julius LaRosa, Phyllis Newman PARAOISE LAGOON (color) Kenneth More, Oiane Cilento — 93 min. (Rev. 12/23/57) HIGH FLIGHT (CS) Ray Milland — 85 min. (Rev. 3/19/58) GHOST OF THE CHINA SEA David Brian	MERRY ANDREW (CS, color) Danny Kaye, Pier Angeli—103 min. (Rev. 3/19/58) CRY TERROR James Mason, Rod Steiger	TEACHER'S PET (VV) Clark Gable, Doris Oay—120 min. (Rev. 3/17/58) ST. LOUIS BLUES (VV) Nat 'King' Cole, Eartha Kitt	THE LONG HOT SUMMER (CS, color) Paul Newman, Joanne Woodward — 117 min. (Rev. 3/5/58) THE YOUNG LIONS (CS) Marlon Brando, Montgomery Clift — 167 min. (Rev. 3/14/58) CATTLE EMPIRE (CS, color) Joel McCrea, Phyllis Coates —82 min. (Rev. 2/17/58)	RUN SILENT, RUN DEEP Clark Gable, Burt Lancaster PARIS HOLIDAY (Technirama, color) Bob Hope, Fernandel —100 min. (Rev. 3/7/58) CURSE OF DRACULA Francis Lederer, Norma Eberhardt FLAME BARRIER Arthur Franz, Kathleen Crowley	THE FEMALE ANIMAL (CS) Hedy Lamarr, Jane Powell —84 min. (Rev. 1/2/58) DAY OF THE BAO MAN (CS, color) Fred MacMurray, Joan Weldon — 81 min. (Rev. 1/23/58) SUMMER LOVE John Saxon, Judy Meredith — 85 min. (Rev. 2/7/58) THE BIG BEAT (color) William Reynolds, Andra Martin —82 min. (Rev. 2/7/58)	CHASE A CROOKED SHAOOW Richard Todd, Anne Baxter —87 min. (Rev. 2/10/58) MARJORIE MORNINGSTAR (color) Gene Kelly, Natalie Wood — 125 min. (Rev 3/11/58)	THE ONE THAT GOT AWAY (Rank F. O. A.) Hardy Kruger — 106 min. (Rev. 3/19/58) THE MAN WHO OIED TWICE (Rep.) Rod Cameron, Vera Ralston STREET OF OARKNESS (Rep.) Robert Keys, John Close THE REO ANO THE BLACK (OCA) (color) Gerard Philipe, Oanielle Oarrieux THREE MEN IN A BOAT (OCA) (CS, color) Laurence Harvey, Jimmy Edwards OF LIFE AND LOVE (OCA) Anna Magnani, Aldo Fabrizi THE CONFESSIONS OF FELIX KRULL (OCA) Henry Bookholt, Lisa Pulver
MAY	NEVER LOVE A STRANGER John Drew Barrymore, Lita Milan HONGKONG AFFAIR Jack Kelly, May Wynn DATELINE TOKYO Richard Long, Michi Kobi SNOWFIRE (color) Molly McGowan, Oon Megowan BULLWHIP (CS, color) Guy Madison, Rhonda Fleming	GIOEON OF SCOTLANO YARD (color) Jack Hawkins, Oianne Foster THE LINEUP Eli Wallach, Robert Keith THIS ANGRY AGE (Technirama, color) Anthony Perkins, Silvana Mangano THE GOOOESS Kim Stanley, Lloyd Bridges	THE SHEEPMAN (CS, color) Glenn Ford, Shirley MacLaine HANOLE WITH CARE Dean Jones, Joan O'Brien GIGI (CS, color) Leslie Caron, Maurice Chevalier	HOT SPELL (VV) Shirley Booth, Anthony Quinn MARACAIBO (VV, color) Cornel Wilde, Jean Wallace	TEN NORTH FREOERICK (CS) Gary Cooper, Diane Varsi FRAULEIN (CS, color) Mel Ferrer, Dana Wynter THUNOERING JETS Oick Foran, Rex Reason	GOO'S LITTLE ACRE Robert Ryan, Aldo Ray FORT MASSACRE (CS, color) Joel McCrea, Forrest Tucker TOUGHEST GUN IN TOMBSTONE George Montgomery	I MARRIED A WOMAN (RKO) George Gobel, Diana Dors THE WESTERN STORY (CS, color) Jock Mahoney, Gilbert Roland GIRLS ON THE LOOSE Mara Corday, Lita Milan LIVE FAST, OIE YOUNG Mary Murphy, Norma Eberhardt	THE LEFT HANOEO GUN Paul Newman, Lita Milan VIOLENT ROAO Brian Keith, Oick Foran STAKE-OUT ON OOPE STREET Yale Wexler, Jonathan Haze—83 min. (Rev. 2/20/58) TOO MUCH, TOO SOON Dorothy Malone, Errol Flynn	THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt STAGE STRUCK (RKO—BV) (color) Henry Fonda, Susan Strasberg—95 min. (Rev. 2/26/58) HELL DRIVERS (Rank F. D. A.) (VV) Stanley Baker, Herbert Lom ROBBERY UNOER ARMS (Rank F. O. A.) (color) Peter Finch, Ronald Lewis LIANI (OCA) (color) Marion Michael, Hardy Kreuger TIME LOCK (OCA) Robert Beatty, Lee Patterson THE SECRET (OCA) Sam Wanamaker, Mandy THE CAPTAIN FROM KOEPENICK (DCA) (color) Heinz Ruhmann, Hennelore Schroth

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

AB-PT Denied

(*Continued from page* 1)

vn. Palmieri said he made this rul- without prejudice to the circuit's ht to ask him later for permission reacquire the Grove, proving that s would not restrain competition. e Grove has been closed since 1953.

This is the first time that a Federal rt has refused the application of a rced circuit to acquire a theatre perty and also is the first time that Justice Department has opposed h a petition.

AB-PT took the stand the Para- unt Consent Judgment gave it the ht to reacquire a divested theatre thout the need of court approval he acquisition was to replace a the- e lost through fire or conversion. stice opposed this construction, and lmieri heard argument last month.

ew Republic Plan

(*Continued from page* 1)

rtland, San Francisco and Los An- les, beginning April 5, Republic icials have confirmed.

Present exchange managers will nction as Republic representatives Favorite Films exchanges.

nsists Broadcasters houldn't 'Push' Music

WASHINGTON, March 20. — John hulman, attorney for the Songwrit- s Protective Association, told a Sen- e Commerce Subcommittee that oadcasters should not be allowed to ish music they own any more than push brands of cars or toothpaste ey might own.

He testified in support of a bill by nator Smathers (D., Fla.) to re- uire broadcast licensees to give up eir music publishing or recording sinesses. The subcommittee today ound up five days of hearing pro- nents of the legislation, and will re- ume April 15 to start hearing oppo- nts, including possibly some major m companies.

Music should be played on broad- st programs, Schulman argued, be- use of its programming value and ot because the rights are owned by ne organization or another or because ne recordings are manufactured by roadcasting companies or their affi- ates.

"The sole incentive for playing any ng or musical composition should be at of programming in the public in- erest," he asserted. "This factor has een completely ignored by broadcast- g licensees in their recording and se of music. Songs owned and con- olled by broadcasters and their af- liates have been dinned into the ears f the public, and other new musical aterial has been suppressed."

The Smathers Bill, Schulman rgued, would establish a rule of con- uct "that there should be no conflict etween broadcasting in the public nterest and the incentive to push a roduct with a private branded label."

Interstate to Start Housewives' Matinee

Special to THE DAILY

DALLAS, Tex., March 20.—The Interstate Circuit will introduce something new for its patrons next Tuesday when its Inwood Theatre here inaugurates a "Housewives' Matinee." The plan is to have a special morning show for housewives starting at 10:45 A.M. on every Tuesday and Thursday.

The idea for the special showings originated when a young housewife called the theatre to say she would like to attend more often but that the regular 2 P.M. matinee starting time was too late for her to make it home before her children are back from school. Thus the scheme was born, Hal Cheatham, Insterstate publicity executive has explained, to open the theatre twice a week for a special morning show.

If the innovation is successful, Cheatham said it will be used in other neighborhood theatres.

To launch the new schedule the theatre is inviting housewives to come next Tuesday free of charge to see "The Tarnished Angels." Refreshments will also be served gratis at that time.

The opening is being widely publicized in the local "Times Herald" and "Morning News" and Interstate officials are preparing for a full house.

Albany Film-Ad Bill Is Still in Committee

Special to THE DAILY

ALBANY, March 20 — Unanimously approved by the Assembly last week, the Murphy bill amending the education law to ban a banner, poster or similar advertising which "distorts or misrepresents the character or content" of any film licensed by the motion picture division was still in the Senate Education Committee today. A companion measure by Sen. Stanley Bauer, of Buffalo, had been referred to that committee on Feb. 11.

Albany Tolerance Bill Up for Third Reading

Special to THE DAILY

ALBANY, March 20 — A bill by Sen. Joseph F. Periconi, Bronx Republican, making it a ground for denying a license by the State Education Department's motion picture division that a film in whole or part "disparages against one's nationality or color," was on general orders in the upper house today. Expectation is it would be on the third reading calendar tomorrow.

The session will end next week.

Tamarin Elected

(*Continued from page* 1)

executive assistant since the formation last October of the record and music enterprises, which are wholly owned subsidiaries of United Artists Corp. Tamarin has been with UA for ten years in a number of key executive posts.

Television Today

CBC Supplies Data on TV Subliminal Test

Special to THE DAILY

ALBANY, N. Y., March 20 — Replying to a letter from Assemblyman Bentley Kassal, Manhattan Democrat, asking about a recent pioneering experiment by the Canadian Broadcasting Corporation in subliminal projection, Alex Davis, supervisor of audience relations, forwarded copies of press releases issued beforehand, a release describing the results of the experiment, a press kit, and the rating for the feature, nationally and in the Toronto-Hamilton area.

Kassal, who introduced the first bill in the Legislature on subliminal advertising (banning it in motion picture theatres, except under controlled conditions) along with two study resolutions—made the inquiry the result of a story appearing in MOTION PICTURE DAILY under a Toronto dateline.

'Difficult to Answer'

Davis replied that Kassal's question as to the type of audience "Close-Up"—the TV program involved—attracts "is a difficult one to answer." Checking the file of audience letters addressed to the program, "It would appear that the show is being well received by persons of greatly varying tastes and educational levels. In the main, however, it has been our experience that programs of this nature appeal more strongly to viewers who have at least some high-school education," Davis wrote.

The followup release on the experiment—described as "the first demonstration of subliminal projection on a North American television network"—reported "a varied reaction from viewers across the country." The mail response "has been inconclusive as to the relative effectiveness of the new advertising technique," it stated.

"Close-Up" was originally carried on 27 stations, the program being seen in the Maritimes and British Columbia the following Sunday night.

Fifty-one per cent of the "more than 500 viewers" replying said "they felt compelled to do something." A total of 16 viewers in the Toronto area called CBC after the network program.

52 Per Cent Had No Opinion

Responses of viewers who were asked to express an opinion about the use of subliminal projection in advertising showed: 13 per cent said they would like it; nine per cent wanted to ascertain more, before deciding; 24 per cent thought the process should be banned. No opinion was given by 52 per cent.

The first CBC press release referred to a six-week test of subliminal projection at an "unidentified" theatre in the United States, where two advertising messages were projected. One urged the audience to eat popcorn; the other, to take a certain soft drink.

"According to the company," stated the release, "popcorn sales increased 57.5 per cent; sales of the soft drink increased 18.1 per cent. To criticism that the process raises questions of advertising ethics, the company replies that the aim is not to 'induce' but to 'remind'."

(Ed. Note: Personnel at the test theatre, Ft. Lee, N. J., reported they observed no discernible change in the pattern of concessions sales during the subliminal test. Subliminal advertising officials contended that factors unknown to the theatre personnel were involved in determining results, but never specifically identified the "factors.")

NBC Devises Giveaway For Sponsors of Same

NBC has devised a giveaway to intrigue the people who ordinarily are the sponsors of giveaways. Some 1,600 advertising men and women have been invited by the network to take part in a contest based on the new daytime program Dough-Re-Mi.

All the entrants need do is estimate the April Trendex figure for the new musical program which is broadcast Monday through Friday from 10 to 10:30 A.M. Ten prizes including an RCA color television set will be awarded to those sending in the closest guesses.

NAB Copyright Committee Meets

Special to THE DAILY

WASHINGTON, March 20. — The Copyright Committee of the National Association of Broadcasters met here Tuesday to review the work of a panel of consultants who are preparing proposed revision of the Copyright Law. No action was taken on the proposed revision pending further study.

Committee members in attendance were Joseph A. McDonald, NBC, New York, Chairman; Ian A. Elliot, KATL, Miles City, Mont.; Leonard H. Higgins, KTNT-TV, Tacoma, Wash.; Lee Little, KTUC, Tucson, Ariz.; James H. Moore, WSLS, Roanoke, Va.; Robert R. Tincher, WHTN, Huntington, W. Va., and Gunnar O. Wiig, WROC-TV Rochester, N. Y.

The only book that tells you WHO'S WHO plus WHAT'S WHAT in *Television*

Television Almanac

$5 Postpaid

QUIGLEY PUBLICATIONS

1270 Sixth Avenue, New York 20

Portland Exhibitors Report Business 10% Over 'Normal'

Special to THE DAILY

PORTLAND, Ore., March 20 — There is no "recession" as far as business is concerned at theatres here, a survey showed today, with a majority of exhibitors reporting grosses up as much as 10 per cent over "normal" figures.

All local first-run theatres have banded together to promote the Academy Awards telecast next Wednesday. Newspaper advertising started today and will continue through the 26th. Exhibitors say they plan to rebook the 'Oscar'-winning pictures.

'Oscar' Drive

(*Continued from page* 1)

March 26 lobby displays and other promotional features.

Out at the Coronet, where "Around the World in 80 Days" will be roadshowing for its 64th consecutive week, the regular evening show starting at 8:30 was scheduled half an hour later with ticket holders advised in advance that at least half a dozen TV sets would be installed in the lobby and inside the house to pickup the awards show starting at 7:30. Manager Al Levin said this policy was directed from Mike Todd's office in New York.

Baltimore Theatres Push 'Oscar' Telecast

BALTIMORE, March 20. — Four first-run theatres — the New, Century, Mayfair, and Stanley, all operated here by Jack Fruchtman — are currently carrying additional copy in newspaper ads in behalf of the Academy Awards telecast on March 26. The extra copy is usually in the form of underlines or alongside the regular theatre advertisements.

These same theatres are also using the COMPO screen trailers.

There are not any local arrangements to utilize TV sets in theatre lounges nor is there any plan to end performances at the hour the telecast begins. It so happens that the first 45 minutes of the program will not be broadcast over the local station, WBAL-TV, due to previous commitments. This means the program will not start here until 11:15 P.M.

Sweepstakes Dominates Dallas 'Oscar' Drive

DALLAS, March 20. — The local Academy Awards Sweepstakes contest continues to dominate the scene here in setting the stage for the night of March 26.

The 17 theatres belonging to the participating circuits of Interstate, Rowley and Trans-Texas are using the COMPO Academy Award kit, consisting of a trailer urging patrons to vie for the $500 top prize and to watch the NBC telecast. Theatres are also using lobby displays, and the participating Dallas "Morning News" is publicizing the contest with a small daily ad.

Kyle Rorex of Texas COMPO is setting up a co-operative ad of the circuits urging viewers to watch the program, and Interstate is planning to place an ad on Tuesday or Wednesday on the television page.

Greatest interest in the contest seems to be at Interstate's downtown houses, where patrons have had an opportunity to see all the pictures nominated for awards except "The Bridge on the River Kwai." John Calahan, city manager for Rowley United, also reports that his patrons are taking a lively interest in the contest, even though his houses have to date shown only "12 Angry Men." Hal Novy, Trans-Texas vice-president, feels that the contest is stimulating great interest in the motion picture industry.

All theatres here plan to remain open the night of the telecast.

REVIEW:

Count Five and Die

20th-Fox—CinemaScope

THE TITLE OF "Count Five and Die" is a reference to the methods used by some espionage agents in World War II to commit suicide when they were captured by the enemy. The prescription: Take a cyanide pill, count up to five, and then expire.

This cloak-and-dagger melodrama takes place in London, where it was filmed by 20th-Fox in black-and-white CinemaScope, and it involves the efforts of German and English agents to outwit each other in a case reported to be based on fact. The cast is composed primarily of English actors except for Hollywood's Jeffrey Hunter, who portrays an American agent called on to assist the British, and Annemarie Duringer, an attractive new German actress whose looks are reminiscent in some ways of the young Marlene Dietrich.

The time is 1944, and the story details the efforts of an English espionage group to confuse German agents in London as to where the Allies plan to launch their "second front." The English want the enemy to suspect that the location will be Holland, and they go to elaborate lengths to let German agents discover false information in the hope that the latter will dispatch troops to the wrong place.

In telling this complicated tale, Jack Seddon and Davis Pursall have packed their script with the time-tested elements of such stories: a beautiful Mata Hari; a love affair between agents on separate sides; the kidnapping of a child to extort information; the burning of secret papers by a spy about to be caught; another spy, also on the verge of capture, sending a last-minute message by radio to his homeland; etc.

As an exercise in suspense, however, "Count Five and Die" is not entirely successful. There are too few twists or surprises; it is perfectly obvious, for instance, from the very beginning that the beautiful woman representing herself as a member of the Dutch underground is actually a German agent.

Victor Vacas directed this picture, and Ernest Gartside produced. Running time, 92 minutes. General classification. Release, in March.

RICHARD GERTNER

'Pet' Has Coast Bow As Welfare Benefit

From THE DAILY Bureau

HOLLYWOOD, March 20—A bevy of film stars, top society leaders and Southern California newspapermen were on hand at the Paramount Theatre here tonight for the West Coast premiere of Perlberg-Seaton's "Teacher's Pet," which Paramount is releasing.

The benefit affair was sponsored by the 8 Ball Welfare Foundation of the Greater Los Angeles Press Club.

Scientific Awards

(*Continued from page* 1)

Todd-AO Corp. and Westrex Corp. "for developing a method of producing and exhibiting wide-film pictures, known as the Todd-AO System."

A Class 1 Award goes to the Motion Picture Research Council "for design and development of a high-efficiency projection screen for drive-in theatres."

A Class 2 Award is voted to the Societe d'Optique et de Mecanique de Haute Precision "for development of a high-speed veri-focal photographic lens."

A Class 2 Award will be presented to Harlan L. Baumbach, Lorand Wargo, Howard M. Little and Unicorn Engineering Corp. "for development of an automatic printer light selector."

Certificates to Be Awarded

Class 3 certificates will go to Charles E. Sutter, William B. Smith, Paramount Pictures Corp. and General Cable Corp. "for engineering and application to studio use of aluminum light-weight cable connectors."

100 Book 'Bridge'

The Rank Organization's "Across the Bridge" has been set for a 100-theatre booking in the Rio Grande Valley in Texas, where it will open in mid-May.

Utah, Idaho

(*Continued from page* 1)

the need for organization. In additi George Roscoe, TOA field represen tive, addressed the group.

Elected as president of the ne organization was Sam Gillette Tooele, Utah. Other officers are Jo Krier, first vice-president; Geor Smith, Jr., second vice-president; W ren Bunting, secretary; and Charl Iacona, treasurer. All three are fro this city.

Directors Named

Named as directors were Ru Dauterman and Glen Yergensen, Ut exhibitors, and Eric Peterson, S Lake drive-in operator. The Idal members are to choose three ad tional directors.

The first project of the new TO affiliate will be to promote the Aca emy Awards telecast in the tw states. Dues for the group will be the basis of theatre seating or in-c speaker capacity.

Cooper Foundation

(*Continued from page* 1)

action are the State, Dundee, Militar Avenue, Ames, and Town, in Omah and the Broadway Theatre in Counc Bluffs. They are being acquired, alon with other properties, from the Esth and Hermine Goldberg Foundation, charitable foundation established b the late R. D. Goldberg, and from h widow, Hermine Goldberg.

The transfer of the theatres too place yesterday and Cooper Founda tion is now operating the properti from its general offices here. Coope Foundation Theatres has operated the atres in Nebraska, Colorado and Okla homa for many years and last yea built a new indoor theatre in Greeley Col.

George Gaughan is in charge o buying, booking and exploitation ac tivities for the Cooper circuit and R R. "Bob" Livingston is associated with the circuit in an advisory capacity.

Heller Stock Issue

Walter E. Heller & Company o Chicago has filed a registration state ment with the Securities and Ex change Commission covering 125,00 shares of common stock, $1 par value to be sold by the company. The com pany's outstanding shares of commor stock are listed on the New York Stock Exchange and Midwest Stock Exchange. F. Eberstadt & Co. and Dean Witter & Co. are named as managing underwriters. Heller & Co. finances industrial operations in several fields, including motion picture and television production.

'Marjorie' in Record

MIAMI BEACH, March 20 — Warner Bros.' "Marjorie Morningstar" set an all-time record for an opening day's receipts in the history of the Beach Theatre here when it grossed about $5,000. The picture had its world premiere at the theatre on the night before.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 83, NO. 57 NEW YORK, U.S.A., MONDAY, MARCH 24, 1958 TEN CENTS

or 'Live' Shows

[GM's Story ibrary Key o TV Deal

udek Confirms Talks n for 'Spectaculars'

MGM's vast library of story properis the key issue in the current otiations between Loew's and Rob- Saudek Associates, TV producing anization, looking towards the joint duction of live TV "spectaculars." Saudek confirmed here Friday that negotiations were going on but itated to predict when an agree-

(*Continued on page 5*)

oldwyn, Jr., Stresses ole of Independent

By FLOYD STONE

Samuel Goldwyn, Jr., now that he's de two pictures financed and reed by United Artists, has one of "own." It is "The Proud Rebel," reflects his profound desire to be ly independent, and as he ex-

(*Continued on page 6*)

rs. Robins Dies; Sister f the Warner Brothers

Special to THE DAILY

LOS ANGELES, March 23—Funeral vices were held here this morning the Home of Peace for Mrs. Anna rner Robins, sister of Harry M., ert and Jack L. Warner and eldest mber of the Warner family. She

(*Continued on page 6*)

Television Today

Page 4

Mike Todd Killed in Plane Crash En Route to Friars Club Fete Here

Mike Todd, noted showman and producer of "Around the World in 80 Days," was killed in the early hours of Saturday morning when his private plane crashed in western New Mexico after encountering icing conditions in flight.



Mike Todd

Perishing wth Todd were Art Cohn, newspaper columnist and screen writer, and his pilot, William Verner, and co-pilot, Tom Barclay.

Actress Elizabeth Taylor, Todd's wife, had abandoned plans to accompany him to New York from Hollywood at the last minute because of

(*Continued on page 6*)

Closed-Circuit Fight Set In 173 Locations

The Carmen Basilio-Ray Robinson championship fight tomorrow evening will be carried by closed-circuit television to at least 173 locations throughout the United States and Canada, William P. Rosensohn, a vice-president of TelePrompTer Corp., said here at the weekend.

While 173 outlets are definitely set,

(*Continued on page 4*)

Don Hartman Dies In Sleep; Was 57

Special to THE DAILY

PALM SPRINGS, Cal., March 23.—Don Hartman, in charge of production for Paramount Pictures from 1951 to 1956, died in his sleep at his home here early today. Producing independently since leaving his Paramount studio executive post, Hartman had returned from New York only a week ago following the premiere there of his production of Eugene O'Neill's "Desire Under the Elms." Recently

(*Continued on page 6*)

Theatres Recover from Storm Losses of 50%

Business at theatres in an eight-state Middle-Atlantic Coast area rebounded over the weekend after having been reduced to virtually nothing on Thursday and Friday by the storm.

Attendance was off an average 50 per cent in most theatres open. Many were forced to close by power

(*Continued on page 5*)

REVIEW:

Run Silent, Run Deep

H-H-L—UA

THE FASCINATION and the vicarious sense of danger so readily communicated to audiences in submarine warfare pictures is a known and readily assessable box office asset. With Clark Gable and Burt Lancaster in roles ideally suited to their talents and to the image that audiences have created of them, this Hecht-Hill-Lancaster offering easily ranks first for realism, suspense and overall technical excellence.

Based on a novel by Commander Edward L. Beach, whose personal experiences as a submariner have had a wide sale, and directed with

(*Continued on page 6*)

Harling Reports:

SBA Loans to Drive-Ins Are Urged by TOA

Also Petitions Again for Easing of Indoor Rules

Theatre Owners of America has petitioned the Senate Select Committee on Small Business to make drive-in theatres eligible for Federal loans and asked again that it ease the regulations governing loans for indoor theatres, Philip F. Harling, chairman of the TOA Small Business Administration Committee, reported here at the weekend. Harling will be in San Francisco this



Philip Harling

(*Continued on page 5*)

Say NT Is Told It Can Make, Not Show Film

It was reported here at the weekend that the long-awaited reply of the Department of Justice to the National Theatres request for authorization to engage in the production

(*Continued on page 6*)

U.S.-Soviet Pact Talks Today; Sale Plan Set

By J. A. OTTEN

WASHINGTON, March 23 — With the first United States-Soviet meeting under the recently-signed cultural agreement of the two nations slated

(*Continued on page 6*)

lifelike color in every scene Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR
Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

EUGENE PICKER, vice-president of Loew's Theatres, has returned to New York from the Coast.

•

JULIUS GORDON, head of Jefferson Amusement Co., Beaumont, Tex., was a visitor in New York at the weekend.

•

SOL A. SCHWARTZ, president of RKO Theatres, has arrived in Hollywood from New York.

•

SIDNEY DENEAU, Paramount's Western sales manager, will arrive in Chicago today from Los Angeles.

•

ANTHONY AZZATO, director of station relations for the NTA Film Network, returned to New York at the weekend from Cleveland.

•

JOSEPH L. MANKIEWICZ, president of Figaro, Inc., returned to New York over the weekend from Hollywood.

•

JERRY CORWIN, head of the Minneapolis office of the NTA Film Network, arrived in New York over the weekend.

•

MARILYN DIVACK, secretary to SIDNEY SHEMEL, of the United Artists legal staff was married here last week to KENNETH KATZ.

•

ROSSANO BRAZZI left here on Sunday for London via B.O.A.C.

•

BERNARD SCHOLTZ, formerly with Altec Service Corp. and RCA, will leave here tomorrow with MRS. SCHOLTZ for a two-month vacation on the West Coast.

•

LAWRENCE BACHMAN, head of Paramount production in Britain, will return to New York today from London.

Senator Urges Trial Of Toll Television

From THE DAILY Bureau

WASHINGTON, March 23.—Senator Neuberger (D., Ore.) on Friday said he believed toll television should be "tested in the market place," pointing out that while he himself had not reached any conclusions on the merits of the medium, he did not see how television could reach its full educational and entertainment "potential" unless experimenters were given a chance to make their experiments. He attacked the television networks for an "almost frantic" and "premature propaganda campaign" against toll-TV.

British Director Scores Censor Board

From THE DAILY Bureau

LONDON, March 18 (By Air Mail) —An attack on the British Board of Film Censors was made here last night by film director J. Lee-Thompson at the annual dinner of the Critics' Circle. The Board, said Lee-Thompson, is "a millstone round the neck of the British film industry."

Television can do anything, he said. "It can open a person's heart so that you can see it beat and so cause people to faint into their own fires. It can use the most outrageous language and show scenes, not suggest them. And all this at one's own fireside without any protection.

'Death' Certificate

"But the British Board of Film Censors still prevents us doing adult subjects in the cinema. Any adult film we try to make is immediately pushed into an X-certificate and that is a death certificate for the film producers."

Lee-Thompson, who directed "Woman in a Dressing Gown," added that the board favoured American films. He said that only that day he had been asked to cut a scene in which an elderly woman was accidentally killed by a boy. "When I asked about a gangster film in which Mickey Rooney mowed down dozens of innocent people, I was told: 'Oh, well that is America'."

Fox Theatre to Have Largest Screen in U.K.

From THE DAILY Bureau

LONDON, March 23—The largest cinema screen in Great Britain is to be installed by Andrew Smith Harkness Ltd., in 20th-Fox's new Drake Theatre at Plymouth in Devonshire.

A special Perlux screen to measure 66 ft. x 27 ft. for fitting into a screen frame 67 ft. x 32 ft. will be made with the curvature and tilt to be altered automatically from the projection booth, from 3 ft. curvature for CinemaScope films to 8½ ft. for Todd-AO presentation.

In addition, there will be five speaker towers, also by Harkness, and the two outermost will move with the screen when the curve is altered. The screen frame is also fitted with adjustable side masking. The Berlux screen, it is claimed, maintains screen whiteness at all angles and has a uniform brightness when viewed from any part of the auditorium.

When completed the Drake will cater to 1,639 patrons. It is the first theatre that 20th-Fox has built in this country although the company already controls two theatres — the Carlton and the Rialto—in London's West End. A gala opening for the Drake is planned for June 5.

Press Junket Today For 'Run Silent, Deep'

Special to THE DAILY

NEW LONDON, Conn., March 23. —A group of 45 film trade editors, newspaper reporters and TV-radio representatives will take a U. S. Navy submarine cruise in the surrounding waters here tomorrow as part of the national promotion program for Hecht-Hill-Lancaster's "Run Silent, Run Deep."

The press party will make a three-hour cruise aboard the submarines Corsair, Diabolo and Bang, submerge for a mock attack, and witness the operation of the Navy's latest electronic gear and offensive weapon. Host for the junket will be Rear Admiral Frederick B. Warder, commandant of the New London Submarine Base.

Mayor Wagner to Attend 'South' Benefit Tonight

Mayor and Mrs. Robert F. Wagner will head a list of New York luminaries attending the charity performance of Rodgers and Hammerstein's "South Pacific," in Todd-AO at the Criterion Theatre here tonight. Proceeds from the benefit showing will be turned over to Camp Green Acres, a camp project of the New York Mission Society, which sends families from congested areas to summer camp for two weeks.

In addition, Juanita Hall, who recreates her stage role of "Bloody Mary" in the film production, will attend the showing.

Semenenko Adds to Warner Stock Holdings

Serge Semenenko, Warner Brothers director, purchased 23,000 shares of common stock of the company during February according to New York Stock Exchange reports required under the SEC. The purchases brought his total ownership of Warner shares to 105,000.

Herbert J. Yates, president of Republic Pictures, sold 7,300 shares of the company stock during January, reducing his indirect holdings to 74,469 shares of common stock.

K.C. House Stays Open

KANSAS CITY, March 23. — The scheduled closing in a month of the Missouri Theatre, showcase for Cinerama here, was postponed, and, perhaps, permanently called off Friday as a result of the solution of certain problems confronting management of the house. The current attraction, "Seven Wonders of the World," will end a lengthy run on April 20, and "Search for Paradise," the fourth Cinerama production, will begin an engagement on Apr. 22, with the run limited to 15 weeks.

Schnee Finds Letters Bring Good Will

From THE DAILY Bureau

HOLLYWOOD, March 23. — In pendent producer Charles Schnee ports "gratifying results" in his p sonal campaign initiated seve months ago to combat "letters-to-t editor" complaining against the n tion picture industry.

Schnee wrote direct replies to doz of motion pieture fans who had r istered disapproval of certain film f in the letters columns of metropoli newspapers. He cited the proble involved in film production, tak pains to explain the film-makers po of view in layman's terms.

Feels Good-Will Created

"Dissenters and quibblers, alm without exception, answered m Schnee said. "In consequence I lieve that I cemented a small bond good will." He then suggested that fellow producers try the same "pul relations gesture."

Memphis First-Runs Jo In 'Oscar' Promotion

Special to THE DAILY

MEMPHIS, March 23. — All f Memphis first runs have joined in all-out promotion of the telecast the Academy Awards March 26.

Warner, Loew's State, Loew's lace, Strand and Malco theatres all running trailers urging their trons to watch the telecasts over NB which will be on WMCT (Channel in Memphis.

Lobby Promotion Included

Palace, Strand, Malco and War have arranged posters in their lobb promoting the upcoming telecasts. the daily newspaper advertising nea the date, mention of the Oscar awa on television will be made.

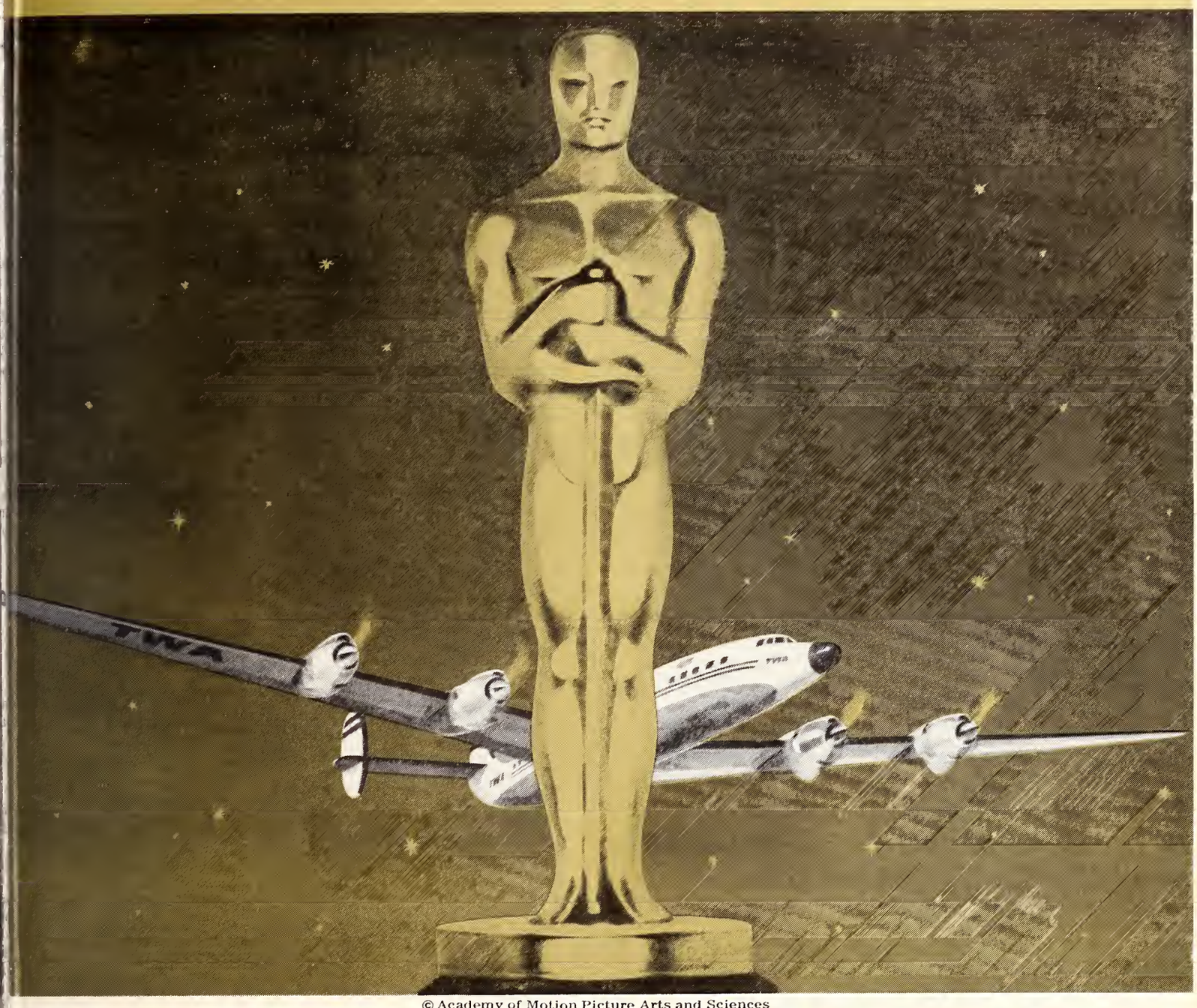
None of the theatres will close t night. Three, Strand, Palace and W ner, have arranged to have televisi sets in the lobby that night so patr may watch the awards if they like the theatre. Other theatres may do t same.

'Search' to End Run

The current Cinerama presentati "Search for Paradise," now in its 2 week at the Warner Theatre here w end its run May 3.

The theatre will then have a retu eight-week engagement of "This Cinerama," the first Cinerama produ tion, during which special morni shows will be scheduled for childr in cooperation with local schoo After this limited engagement the t atre will launch "Cinerama So Seas."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager: Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.



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OSCAR FLIES THE TWA JETSTREAM*

his year The Academy will again award an *Oscar* to the best foreign-language picture.

And this year The Academy has again chosen TWA to fly representatives of the ominated pictures . . . and all competing films . . . aboard the Jetstream to Hollywood for *Oscar* ceremonies and back to their homelands overseas.

TWA is the only airline connecting 65 U.S. cities with 23 major centers in Europe, Africa, Asia.

On your next trip . . . fly TWA. See your travel agent or nearby TWA office.

OFFICIAL AIRLINE
FOR ACADEMY AWARD
FOREIGN FILMS

FLY TWA
TRANS WORLD AIRLINES

** Jetstream is a service mark owned exclusively by TWA.*

Closed Circuit

(*Continued from page* 1)

Rosensohn reported that the final total may surpass that if requests for additional locations in a number of areas can be met. This will depend mainly on whether or not enough telephone lines can be cleared.

The New York metropolitan area will have the largest number of hookups—21 in Manhattan, the Bronx, Brooklyn, Queens, Richmond, Nassau and Westchester Counties, and neighboring New Jersey—making for a total seating capacity of approximately 72,000 seats. Of these 19 hookups are in theatres, the others in community shopping center parking areas.

Several Cities Wired

Other cities with large numbers of hook-ups are: Los Angeles and San Francisco, five each; Pittsburgh and Detroit, 4 each; and Philadelphia and Cleveland, 3 each. Outside of the United States, there will be outlets in seven Canadian provinces. TelePrompTer had originally planned to carry the telecast to Cuba, but was held back by the political difficulties there.

According to Rosensohn, 120 of these hookups will be to theatres and 53 to auditoriums and other facilities. In certain areas, the latter were chosen over theatres because of their larger seating capacities and because they were often the only facilities open to TelePrompTer, it was stated.

In all, the 173 locales will provide a total seating capacity of approximately 514,000 seats, Rosensohn said. The advance sale is reportedly "stronger than on any previous closed-circuit fight."

Tickets range in price from $3 to $7.50, with $4 about the average, Rosensohn said. The $7.50 tab is being charged by Loew's State here for its loge seats, all of which are reportedly already sold out. TelePrompTer claims that a sell-out in the 173 locations could mean a total gross of $2,000,000.

Benefit at Toots Shor's

In one special instance, tickets for the closed-circuit telecast will be priced higher than those for ringside seats at Chicago Stadium, where the bout will originate. At Toots Shor's here, the telecast will be shown at a charity benefit to a limited audience of 300 at the price per ticket of $50.

Chicago, incidentally, is blacked out for a radius of 75 miles. United Artists will release the fight films to theatres everywhere as soon after the fight as possible.

MEMPHIS, March 23—No theatre here will carry the Carmen Basilio-Ray Robinson closed circuit bout tomorrow night. It will, however, be seen at the Ellis Auditorium. Tickets are priced at $3.50 and $4.50.

The telecast, which will begin at 9:00 P.M. here, will be preceded by two "live" preliminary fights on the auditorium stage. A special fight ring will be set up for this purpose.

IN OUR VIEW

THE BELIEF among many unknowing people that a few top advertising agency executives and/or sponsoring commercial company executives and/or ranking officials of television networks arbitrarily determine upon the nature and content of new programs on TV merits some attention at this point.

It is often overlooked, or not known, by many of the run of folks who do most of the talking about how things should be corrected, that the selection of a new program and the processes through which a basic idea goes before it emerges on the home screen are long and complex in the extreme. Recently the articulate Robert Sarnoff, president of NBC, described the manner in which he was persistently questioned by a member of Congress during recent hearings into Pay TV. The Congressman was convinced apparently, that a few willful men dictated program content, and Mr. Sarnoff was at pains to clarify the matter.

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The witness cited the fact that ideas for new shows pour into a network from many and varied sources. Many of them die a-borning, of course, and a few merit further consideration. Program ideas may be the work of the network's own creative people or are assigned to outside producers for development. Advertising agencies, talent organizations, motion picture companies, independent producers, any one of them might be engaged in program development. Ideas are subject to review first by the television program staff of the network, and the basic separation of wheat from chaff is done. Material of promise goes one more step, to the Program Board for secondary evaluation, and then special departments get their wack at the possible new program.

Mr. Sarnoff took a typical case in point, the show, "Jefferson Drum," which will hit the network April 25. It was necessary to find a replacement for a cancelled show. This particular pilot film was one among many and passed the first hurdles.

•

The first screening was for the director of night programs and two of his staff. Liking it, they arranged for a showing before the head of television programs and some of his staff. From there, with approval, of course, it went to the Program Board, wherein rests the final decision. But, with that full approval, the end was not yet.

It was studied by various unit operatives for script and literary analysis, for authenticity and accuracy of literary treatment, for script quality, for possible similarity with other programs already on the air. Continuity Acceptance most importantly checked the program for suitability as nighttime fare, the Legal Department looked into such matters as possible copyright or title infringements, the Sales Department had its shot for salability, and the Research Department tried to determine the probable audience appeal of the show.

Only then did the program start on its way toward the home screen. That hardly looks from here like specific program dictation by one or two men with some kind of ax to grind.

In any case, Mr. Sarnoff makes the one salient, unanswerable point that admits of no possible argument when he says that in the final analysis the decision will be made by the viewing public, and by no one else. That's it, and let there be no mistake about it.

—Charles S. Aaronson

Television Today

May Have Subliminal Test on TV Here

Whether or not the first actual "on-the-air" test of subliminal projection in the New York area will take on WOR-TV next Sunday will probably be decided today, Ward Byron, producer of the new "Ad World" series, said here Friday.

WOR-TV announced last week that the first program in the "Ad World" series, described as a "TV trade paper for the advertising and selling world," already had the subliminal test set in arrangements with Dave Grunberg, sales representative for Subliminal Projection.

Byron said Friday, however, that the plans still were indefinite but that he hoped a test could be worked out in talks with Subliminal officials today. He said he could not understand any reluctance to show the new medium since "the only way to sell it to people is to show it." He added that if a test cannot be arranged, the program will present in any case a report on all that is known about subliminal projection to date.

"Ad News," to be seen 9:30 to 10 P.M., is designed to "show the vital role of advertising and sales management in the nation's economy." Joe Kaselow, advertising columnist for the New York Herald Tribune will serve as editor of the show.

CBS Revenues, Sales Total $385,400,000

CBS net revenues and sales in 1957 totaled $385,400,000, up 8.6 per cent over 1956, it was disclosed in the anual report of Columbia Broadcasting System, Inc. now being distributed to stockholders. Consolidated net income was $22,193,400 compared to $16,283,500 in 1956.

Computed on the average number of shares outstanding, earnings for 1957 were $2.90 per share compared to $2.13 per share (adjusted for stock dividend) in 1956.

NAB Distributes Telefilm on Code

Special to THE DAILY

WASHINGTON, March 23.—A documentary entitled "A Welc Guest in the House," telling the s of the Television Code will be sh for the first time in a total of cities this week.

The 24-minute film was prod for the National Association of Br casters by the Westinghouse Br casting Company through the fa ties of its Pittsburgh outlet, KD TV, and presented to the Televi Code Review Board by Donald McGannon, Westinghouse presic The film is available to all Code scribers from the Association on a basis.

Explains Duties of Staff

The film shows how the guid provided by the Television Code h broadcasters improve programr and advertising. It also explains functions of the Television Code view Board and staff.

The film provides for locally-o nated 5½ minute cut-in by each tion. This time is used to explain cific steps taken by the station to sure that programming and adve ing conform to appropriate Code ommendations.

ABC Radio to Realign Programming April 6

"In the interest of serving the p lic as well as our affiliate and ow and operated stations," the Amer Broadcasting Company radio netw has determined to realign its p gramming effective April 6, it was nounced here at the weekend.

ABC's news operation will be panded by the addition of more n programs, and by the installation the news alert warning system, wh was recently worked out at the s gestion of the ABC radio affilia This system, it was stated, will ena the network to "instantaneously al stations of a major news break. I McNeill's "Breakfast Club" will c tinue its daily weekday morn broadcasts.

Public Service Features Stay

ABC also will continue its pul service features, as well as the c erage of major news events. "As network becomes stronger, it will pand and add to its schedule," it v reported.



sk SBA Loans to Drive-ins

(*Continued from page* 1)

k to attend the TOA mid-winter d of directors and executive mee meeting and the drive-in con ion which follows.

n writing to Jack Flynn and Wiley Messick, counsel for the Senate mittee, Harling told them changes he loan regulations would be "of e timeliness due to the current ness recession."

Our industry, along with others, is more than ever in danger of g destroyed," Harling declared. r plight is of long duration and much more critical than it ever been."

arling pointed out that a check he records of the SBA shows that 17 applications were submitted heatres. Out of these, four loans ing $50,750 were approved with otaling $307,870 turned down.

n other words," he commented, law as it is written prevents the ing of the economic floodgates which would make it possible for many millions of dollars to be spent in rehabilitating our industry which is essential to the national welfare; it prevents, by its limitations and restrictions, the employment of capital, labor and material and discriminates by reason of the narrowness of the law, against an industry which enjoyed the greatest manifestation of trust and confidence when the government certified all theatres as issuing agents for war bonds during World War II, without losing one single dollar from the billions issued."

Harling then suggested that the committee adopt the recommendations in memorandum submitted by TOA on May 27, 1957, requesting revisions and expansion of the loan rules. In addition he urged changing the regulations to include drive-ins, "a distinction which never should have been made in the first instance."

GM Library

(*Continued from page* 1)

t might be reached between the companies. Such a collaboration een MGM and his company, he would serve the principal func of making available for live TV ntation various properties held by M. At the same time, he said, it nceivable that MGM would make able for the shows such contract t "as might be appropriate and able."

was reported earlier that under agreement currently being dis ed MGM and Saudek would pro jointly six "spectaculars" a year minimum cost of $350,000 each, the schedule to be launched in 1958-59 season.

the agreement is made, Loew's become the first major motion pic producer in the live television . Loew's, like most of the other r film companies, already is deeply lved in the production of TV film s. An agreement with Saudek ld align MGM with one of the t successful of the live TV pro n packaging organizations, cur y responsible for NBC-TV's ibus.

iv. 13-Weeks Loss ted at $426,900

niversal Pictures and its subsi es had a net loss of $426,900 for 13 weeks ending Feb. 1, after a eral income tax credit of $425,000, company reported at the weekend. r dividends on the preferred stock, loss is equivalent to 52 cents per e on the 927,254 shares of com stock outstanding on Feb. 1.

is compares with a net profit of ,786 for the 13 weeks ending Feb. 957. After dividends on the pre d stock this was equivalent to 12c share on the 927,254 shares of mon stock on Feb. 2, 1957.

Theatres Recover

(*Continued from page* 1)

failures resulting from broken cables and poles.

In New York, attendance was at low ebb in the big Broadway first runs as well as in the neighborhoods for the two-day storm span. Walking was as difficult as driving, so suburban and country theatres were extremely hard hit, too.

The center of the storm was in the vicinity of Trenton, N. J., and theatres along with other businesses suffered drastically in that area. Philadelphia also was badly hit and so was Long Island. The few drive-ins that had opened in the storm-struck area were isolated, many without power and unable to operate even had their patrons been able to reach them. Other drive-ins that had planned to open the first day of spring, Friday, cancelled arrangements.

Deliveries Held Up

Theatres in northern Pennsylvania in some instances reported failures of film delivery trucks to get through to them with consequent miss-outs in deliveries of new shows.

Broadway was hard hit with the storm ruining openings of important new pictures at the Capitol, Music Hall, Loew's State and elsewhere. The Music Hall's annual stage pageant, the lavish "Glory of Easter" production, had its debut marred Thursday by attendance far below the expected. Capacity houses are normal for such holiday shows.

Radio 'Warnings' Hurt Business

Many Broadway theatre operators were joined by retail merchants in protesting against the usual incessant warnings on television and radio against listeners going out of the house. The warnings were prevalent on all stations, at all hours, with the result that department stores and other shops of all kinds were as badly hurt as were theatres.

WARNER BROS.' TRADE SHOWS MAR. 26

WARNER BROS. PICTURES PRESENTS

DOROTHY MALONE • ERROL FLYNN

"Too Much, Too Soon"

The Daring Story of DIANA BARRYMORE

Co-Starring EFREM ZIMBALIST, JR. with RAY DANTON • NEVA PATTERSON • MARTIN MILNER

Screenplay by Art and Ja Napalean • Music by Max Steiner

Produced by HENRY BLANKE • Directed by ART NAPOLEON

ALBANY
20th Century-Fox Screening Room
1052 Bway • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Projection Room
2310 Coss Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St. • 2:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 10:00 A.M.

NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
215 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Theatre
2318 Second Ave. • 2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

WARNER BROS.' TRADE SHOWS MAR. 27

WARNER BROS. PICTURES PRESENTS

THE LEFT HANDED GUN

Starring **PAUL NEWMAN**

Also Starring LITA MILAN • JOHN DEHNER • HURD HATFIELD

Screenplay by LESLIE STEVENS • Produced by FRED COE • Directed by ARTHUR PENN

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 10:30 A.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P.M.

BUFFALO
Motion Picture Operators Hall
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WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Goldwyn, Jr.

(*Continued from page* 1)

plained to reporters Friday morning in his father's office he also believes this is the way the industry must go.

Telling them he'd chosen Buena Vista to release it here, and Loew's International overseas, he expatiated on his motivation and beliefs and conveyed in effect, for young producers, articles of faith.

"I am very delighted with the picture, and more delighted I made it 100 per cent myself," he said. "I am following the example of another fellow I know. I believe the future of the independent lies in independent financing and I believed this was as good a time to start as any. I believe the future lies in being truly independent, with no guarantees about story or star values. We have come to a kind of point where everybody seems to have convinced everybody else the motion picture is on its last legs, and I don't believe it. I believe taking risks oneself may open the door to me and to others.

Handling Vital, He Says

"My feeling is, also, I am very anxious to be more involved in distribution. I think one of the mistakes is we don't often realize how much depends on handling and other minor matters.

"I wanted people handling my picture, also, who felt somehow as I felt about it," he continued. "I was impressed by Buena Vista's handling of Disney pictures. And by 'Old Yeller,' which also is the kind of picture we should have more of. My picture has broad appeal, and Buena Vista is used to handling family pictures. My picture is a picture I want everybody to see. I was impressed by Loew's handling of 'The Yearling,' which to me was one of the best pictures of all times, and its job on 'Friendly Persuasion'."

Alan Ladd Has a Piece

He added he spent $1,500,000 on "The Proud Rebel"; all risk money is his, with cooperation by the Bank of America. Release in this country, slowly, carefully, will be early summer, and in Europe early fall. And he's going to work on campaigns here several weeks. Alan Ladd, he confirmed to questions, has a part of the gross, how much he wouldn't disclose; and James Mulvey, president of Samuel Goldwyn Productions, is his sales representative.

You know when you want to know with
MOTION PICTURE ALMANAC and TELEVISION ALMANAC
on your desk . . .
Each $5—In combination $8.50 Postpaid
QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20

Run Silent, Run Deep

(CONTINUED FROM PAGE 1)

pace and precision by Robert Wise, the picture is built around the turning point of the American submarine campaign against Japanese shipping in the western Pacific. It tells the story with extraordinary realism in terms of the determination of one commander—Gable—to avenge through the perfection of a new tactic the previous loss of four American submarines.

Lancaster is a naval lieutenant, executive officer of the USS Nerka who expects to succeed to its command but is superseded by Gable and then has to defend him against a crew who resent Gable's incessant drills and who even suspect him of cowardice. Gable is injured in a depth charge attack, after he has earned the respect of the crew by proving that the crash dive drills were essential to the success of his tactic—decoying a destroyer into seemingly murderous range, firing a bow torpedo, and crash diving in record time. Lancaster takes over command of the boat, successfully executes the maneuver against an Akikaze class destroyer and then with Gable coaching him, wins an engagement with a Japanese submarine, the real key to the Japanese defense.

Principal credit for the picture's excellence must go to Gable and Lancaster for restrained performances in what easily might have become low-grade melodrama. The technical perfection of the production, vitally important to the subject matter, must be credited to cameraman Russell Harlan. Without loss of detail the camera conveys the incredibly crowded interior and close quarters of a submarine in battle action. The underwater tank scenes and the miniatures, also excellently and impressively done, are flawless.

Harold Hecht produced.

Running time, 93 minutes. General classification. Release, in April.

JAMES D. IVERS

Mrs. Robins Dies

(*Continued from page* 1)

died last Thursday night at Cedars of Lebanon Hospital here, at the age of 78.

Mrs. Robins was the widow of David Robins, theatre exhibitor in Youngstown, Ohio, and lived most of her life in that city. She moved to California following the death of her husband 16 years ago and, for the past few years, had been making her home with her sister, Mrs. L. J. Halper in Beverly Hills.

Mrs. Robins was the first of 12 children, six boys and six girls, born to Benjamin and Pearl Warner. She is survived by Mrs. Halper and the three brothers, Harry, Albert and Jack.

Don Hartman Dies

(*Continued from page* 1)

he completed "The Matchmaker" for Paramount release.

As has been his custom, he came here from Hollywood to spend the weekend. He was 57 years old.

Hartman is survived by his wife, Helen; a son, Timothy, 16, and two daughters, Mrs. James Halsey and Mrs. Arthur Pereira. A native of Brooklyn, he was an actor and writer before entering production.

To Set 'Acre' Dates

Anthony Mann - Security Pictures' "God's Little Acre," a United Artists release, is being set for key city engagements across the country beginning May 28, it was announced at the weekend by William J. Heineman, UA vice-president in charge of distribution.

Mike Todd Killed

(*Continued from page* 1)

a cold which confined her to their Beverly Hills home.

Todd, who was 49, was to have been honored as "Showman of the Year" by the Friars Club at the Waldorf-Astoria Hotel here last night. The dinner, which was to have been attended by a Grand Ballroom capacity crowd of 1,200, was cancelled. The Friars plan to hold a memorial dinner in a month or so instead.

Bill Doll, press agent for Todd, said on Saturday that the producer's business will continue to be operated by his 27-year old son, Michael, Jr., who has been in charge while Todd planned his next production, "Don Quixote." Todd's fabulously successful "Around the World in 80 Days" was his first film production. He played a part in the promotion of both the Cinerama and Todd-AO film processes but had disposed of his interests in both.

Funeral services for Todd will be held tomorrow at 2 P.M. at Jewish Waldheim Cemetery in Forest Park, Ill., where his father Rabbi Chaym Goldbogen is buried.

List, Glen Alden Merger Vote Set for April 11

Stockholders of List Industries Corp. and Glen Alden Corp. will vote April 11 on a reorganization proposal providing for the transfer of List assets to Glen Alden. Basis for the reorganization will be the exchange of five shares of Glen Alden for six shares of List. If approved, the name of the corporation will be changed to List Alden Corp.

U. S.-Soviet

(*Continued from page* 1)

to take place here tomorrow aft noon, the State Department on Fri outlined the following procedure a guide to American companies wi ing to participate in the exchange films with the U.S.S.R.:

¶ Anyone wishing to buy Russ films or sell American product Russia must submit his proposals Turner Shelton, director of the M tion Picture Service of the U. Information Agency.

¶ Prospective exporters should and briefly describe the films t offer, stating the terms and range prices they propose as well as special instructions. Screening pri should not be submitted unless quested by the negotiators.

¶ Prospective importers and tributors should briefly describe t facilities for distribution and st any pertinent terms to be applica They should also identify any f or type of film in which they interested. All this information sho be sent to Shelton by registered n before April 2.

¶ When the Soviet negotiators h selected the American films they w to purchase and the American fi to distribute Soviet films, and w the preliminary negotiations have b concluded, each American princ in turn will be called in to repres himself in the negotiating of det and final terms, and the execut of the contracts.

¶ Those principals who wish may be present also for the l liminary negotiating sessions.

A. N. Davidov, head of Sovexp film, and A. A. Slavnov and G. Vladimirov of the Russian gov ment, will do the talking tomor for the Soviets. Motion Picture A ciation president Eric Johnston, b ed by MPAA vice-presidents Gri Johnson and Kenneth Clark, will the negotiating for the U.S. indus The talks will take place at the S Department, with Shelton sitting on the negotiations.

Report NT Edict

(*Continued from page* 1)

and distribution of films was tr mitted to the circuit last week. W Justice declined to disclose its d sion, it was learned from o sources that approval was given NT for the production and distri tion of films, with the provision such films be not exhibited in theatres.

Reached at his New York h here on Friday, Elmer C. Rho president of NT, stated that he not been officially informed of Department of Justice ruling, ha been delayed for two days in re ing New York because of poor fl conditions due to the storm.

List operates the RKO circuit other interests.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 83, NO. 58 NEW YORK, U.S.A., TUESDAY, MARCH 25, 1958 TEN CENTS

ılgar Betrayal'

ual Union 'hreat' Hit y Petrillo

res Action by Read Organize Rival Unit

ay member of the American Fed- on of Musicians who "gives aid comfort to the dual unionism t" will be permanently expelled the union, James C. Petrillo, l president, declared yesterday in legram sent from here to Eliot el, president of Local 47, Los les.

trillo said he had been advised Daniel, who is conducting a meet- of union membership on the coast, Cecil F. Read, expelled former r of Local 47, is attempting to nize a rival union of studio musi- . Read was suspended by the l membership at a meeting in ntic City two years ago because

(*Continued on page 4*)

O. Employees Are vised to Strike

ne officers and negotiating com- e of Home Office Employees n, Local H-63, IATSE, have imously recommended to its bership that they go out on e against the major film compa-

(*Continued on page 4*)

P National Meeting ; TV View Lauded

From THE DAILY Bureau

OLLYWOOD, March 24 — With e than 75 distributors and their s, producers and executives in at- ance, American International Pic- ' first national meeting got under

(*Continued on page 2*)

elevision Today

Page 5

Reply of D. of J. to NT's Request To Enter Production Is Indecisive

National Theatres could engage in production with the approval of the Department of Justice providing it exercised no pre-emptive right in booking its own pictures into its own theatres.

This was the substance of the Justice Department's decision communicated to N. T. headquarters in Los Angeles late last week.

Elmer C. Rhoden, NT president, stated in New York yesterday that the letter received from the Department of Justice would not be made public until authorization has been

(*Continued on page 4*)

Show World Cites Todd At Services Here Today

Memorial services in New York for Mike Todd will be held at Temple Israel at the same hour today that funeral services for the showman, who was killed with three others in the crash of his private plane near Grants, N. M., last Saturday are being held in Chicago. George Jessel will deliver the eulogy here.

Only members of Todd's family and close friends will attend the burial services in the Congregation

(*Continued on page 5*)

Pass N. Y. Bill on Motion Picture Ads

Special to THE DAILY

ALBANY, March 24—The first bill of the 1958 session directly affecting motion pictures to be passed by the legislature and sent to the governor is the Younglove-Bauer Act.

The measure amends the penal law

(*Continued on page 4*)

Services for Hartman In Hollywood Today

From THE DAILY Bureau

HOLLYWOOD, Mar. 24.—Private memorial services for Don Hartman, who died Sunday in Palm Springs, will be held here tomorrow morning at the home of his life-long friend, Dore Schary. Cremation will follow.

Lists of Soviet, U.S. Films to Be Exchanged

From THE DAILY Bureau

WASHINGTON, March 24—American and Soviet film negotiators today agreed to an early exchange of lists of films each group wants to sell the other and also to try for some early screenings. They did not, however, discuss terms of the eventual sales, according to participants. This will

(*Continued on page 4*)

Para. Edict Applicable In Embassy 'Trust' Case

Special to THE DAILY

SAN FRANCISCO, March 24 — Plaintiffs in the eight-million-dollar Embassy Theatre monopoly suit which started here today before U.S. Judge Edward P. Murphy, scored two major points in the opening round. The plaintiffs are Dan McLean and Lee Dibble, owners of the downtown Market Street sub-run house with 1,400

(*Continued on page 2*)

See Record 'Oscar' Show Audience As 6,000 Theatres Beat the Drum

Some six thousand theatres have joined in the nation-wide campaign to draw a record audience for the industry-sponsored Academy Awards television show over NBC tomorrow night, COMPO said yesterday. For the last several weeks these theatres have been beating the drum for the Academy telecast, using press material and trailers prepared by COMPO and distributed through National Screen.

Many theatres have notified COMPO that they are rearranging their show schedule so that their last performance will be over before the telecast, which will begin at 10:30 P.M. (EST).

Advertising accessories for use by the theatres in promoting a record audience were prepared by a commit-

(*Continued on page 5*)

To Directorate

Stellings Sees Corner Turned In TOA Report

Harling Asks Allied States To Take Stand on Cable-TV

Special to THE DAILY

SAN FRANCISCO, March 24 — A confident feeling that the industry has "turned the corner" and is on the way to definite recovery was voiced here today by Ernest G. Stellings, president of Theatre Owners of America in his report to the board of directors meeting here at the Mark Hopkins Hotel. Stellings cited four de-

(*Continued on page 2*)

Cleveland B-B Plan Going to Ad Agency

Special to THE DAILY

CLEVELAND, Mar. 24. — The Greater Cleveland business building campaign will be placed in the hands of an advertising agency, which will handle the finances and follow up

(*Continued on page 2*)

Expect Biggest Gross Yet From Fight Telecast Tonight

The total seating capacity of 514,000 available over the country for the closed-circuit television showing of the Carmen Basilio-Ray Robinson championship fight tonight enables a possible gross of $2,000,000, which would be the largest amount to date for any such telecast, according to officials of TelePrompTer Corp., sponsors of the event. The fight will be carried to at least 173 locations, and prices range from $3 to $7.50, with $4 about the average.

Most of the hookups will be to theatres, but in certain areas auditoriums and other facilities are being used. The Cross County Center in Yonkers yesterday reported it had been forced to cancel the telecast at the parking center due to hazardous driving conditions in Westchester.

PERSONAL MENTION

ROBERT H. O'BRIEN, vice-president of Loew's, Inc., and MAURICE SILVERSTEIN, vice-president of Loew's International, have returned to New York from Europe.

•

JOSEPH MOSKOWITZ, vice-president of 20th Century-Fox, left New York yesterday for London.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, will return to New York from Chicago tomorrow and will leave here on Thursday for London.

•

ARTHUR FREED, producer, has arrived in New York from Hollywood.

•

MRS. ALAN V. ISELIN, wife of the owner of the Auto-Vision Theatre, East Greenbush, N. Y., has given birth to a girl at Albany Hospital.

•

JAMES SILEO, industry photographer, is recuperating from surgery at St. John's Episcopal Hospital, Brooklyn.

•

BO ROOS, Hollywood management agent, has returned here from Europe via B.O.A.C.

AIP Meeting

(*Continued from page* 1)

way today at the Hollywood Roosevelt Hotel, with exhibitors Bill Srere and Joe Jackson as guest speakers. President James H. Nicholson, vice-president Samuel Z. Arkoff and general sales manager Leon P. Blender shared the dais with the speakers.

Jackson, representing Texas Interstate, told the gathering that business is better than in several years and he expects further improvement.

Srere, partner in Metzger Theatres, Los Angeles, lauded AIP for its pledge in writing that pictures will not be sold to television for at least eight years, and said the industry would be better off if every company in business did likewise.

$21,736 for 'Pacific'

Rodgers and Hammerstein's "South Pacific" grossed $21,736 for its first six public performances at the Criterion Theatre here, Friday through Sunday, it was reported yesterday by 20th Century-Fox.

Figaro Meeting Today

The board of directors of Figaro, Inc., will meet this afternoon at the company offices. Product in work and in distribution will be discussed.

Guam Exhibitor Here for Product

By FLOYD STONE

Wiry in mind and stature, American in accent, successfully an importer-exporter but always a lover of the show business, as he put it, and able now for one of his 40 years to be in it, Manuel Jose of Guam said yesterday at United Artists he's a man with missions, two of them. One is to bring to his 60,000 fellow citizens the culture of the modern world; the other is to bring it, in the form of American pictures, as quickly as he can.

He said he arrived Friday with a problem and feels he can leave Thursday with it solved. He runs the Universal Theatre, 700 rubber cushioned rocker seats, air-conditioned, CinemaScoped, and has brought to it all the things its former owners didn't: "action" American pictures, stage shows, cultural missions from other countries, such as the Philippines, fashion displays, school programs. Three other theatres, one a drive-in, don't bother him. But five military theatres do. He wants his pictures current with theirs, or before. "I want them hot," he said.

Likes Trade Papers

Jose said he'd been reading trade papers for years, especially the Motion Picture Herald, and was struck by the place of the theatre, notably in this country, as a community center and service; and that is his pattern.

He added Guam although a possession, has been isolated, and he is certain only the theatre is powerful enough to change it rapidly. He estimates his potential amongst the population is 30 per cent, and so far he and his fellow showmen have reached 20.

He thought of building his own theatre, but instead stood by for a year while the builders of the Universal mismanaged, squabbled, failed; and stepped in. He has delegated his import-export business to others; he runs the theatre because, he says, he knows what he is doing.

Neighborhoods to Open 'World' in Phila. Area

Special to THE DAILY

PHILADELPHIA, Mar. 24. — Michael Todd's "Around the World in 80 Days" will begin neighborhood showings in this area Wednesday with simultaneous bookings at 11 theatres. Six of the houses are in Philadelphia, including the Broadway, City Line, Erlen, Iris, Merben and State. Other area theatres are the Stanley, Camden, N. J.; State, Chester, Pa.; County, Doylestown, Pa, and the Norris, Norristown, Pa.

Stellings Sees

(*Continued from page* 1)

velopments as the basis for his optimism:

¶ The temporary stoppage of film sales to TV.

¶ The business building campaign.

¶ Improved flow of product.

¶ Improved relations with other branches of the industry.

The business building campaign was discussed at length, with a view to strengthening it by localization.

Enthusiastic support was given the International Film Festival scheduled for this city Oct. 29 to Nov. 11.

Warning that "a battle has been won but the war is not over," was the theme of a report by Philip F. Harling, chairman of the TOA toll-TV committee, to the board of directors. Harling's report also urged exhibitor unity in opposing cable TV.

Urges Continuous Opposition

"As a TOA group," the report said, "we must continue our policy of opposing all forms of toll television by expressing our disfavor and opposition wherever and whenever the question arises. A concrete example the effectiveness of such a campaign is evidenced right here in San Francisco and in Los Angeles, where it was shown how an organized and cohesive attack can stop a jet propelled juggernaut."

Harling asked that Allied States Association, which he said had worked in complete harmony with TOA on the Joint Committee on Toll-TV, but had not yet taken a stand against cable TV, take such a stand so that exhibitor unity in the fight could be continued.

Paramount Edict

(*Continued from page* 1)

seats and larger than several local first run theatres.

As the trial opened, Judge Murphy announced that the facts and findings of law in the Paramount anti-trust case would be applicable in the Embassy suit, a point bitterly fought in pre-trial conferences by the defendants, many of whom were accused of a monopolistic conspiracy in the recent Samuel Goldwyn case, over which Murphy also presided.

In the Goldwyn case, Murphy ruled against admission of findings in the Paramount case.

The second point scored today by the Embassy owners was Judge Murphy's denial of the defense motion to scale down the amount of damages sought by McLean and Dibble. In doing so he rejected the defense contention that the Loew's Warfield, Paramount, Fox, Orpheum and RKO Golden Gate theatres are not comparable to the Embassy.

Para. Meet Starting Toda Draws Top Officials

From THE DAILY Bureau

HOLLYWOOD, March 24. — week-long executive conference rounding out the production prog designed to supply Paramount wi strong lineup of blue-chip pro will start tomorrow with presi Barney Balaban, Paul Raibo George Weltner, Russell Holt Jerry Pickman discussing prope and policies with Y. Frank Free and his staff. The meetings are garded as among the most impor in Paramount history.

Cleveland B-B

(*Continued from page* 1)

the progress of the promotion, it decided at a meeting of the business building committee late week. The meeting was held in office of Louis Weitz, executive s tary of the Cleveland Motion Pi Exhibitors Association.

Exhibitors will ask a local adve ing firm, Lang, Fisher & Stash to submit plans in three price gories—$15,000 to $20,000; $20,0 $25,000, and $25,000 to $30,000. proposals of the company will be presented for adoption at a eral meeting of theatre owners managers.

'Raintree' Gross Is $5,000,000 to Date

M-G-M's "Raintree County" ha date grossed more than $5,000,0 250 situations, the company rep yesterday.

The 241 continuous-run en ments have now grossed over $4, 000, with many still playing. T dates already have compiled a of 620 weeks.

Mrs. Rowley Dies

DALLAS, March 24 — Fu services were held here today for Margaret Louise Rowley, 84, who Friday. Deceased was the moth Edward H. Rowley, vice-preside United Artists Theatre Circuit, attended the funeral.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
DANNY KAYE
in "MERRY ANDREW"
co-starring PIER ANGELI
BACCALONI • NOEL PURCELL • ROBERT COOTE
In CinemaScope and METROCOLOR
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. S Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. (National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.

FROM THE NOVEL THAT BELONGS TO THE YOUNG LOVERS OF TODAY!

"Marjorie Morningstar"



GENE KELLY NATALIE WOOD

PRESENTED BY WARNER BROS. IN WARNERCOLOR

ALSO STARRING
CLAIRE TREVOR · ED WYNN · EVERETT SLOANE · MARTY MILNER · CAROLYN JONES WITH GEORGE TOBIAS

Screenplay by EVERETT FREEMAN · Based upon a novel by HERMAN WOUK · Produced by MILTON SPERLING · Directed by IRVING RAPPER

Let the Sunshine in!

SMASHING EVERY RECORD IN THE HISTORY OF THE BEACH THEATRE, MIAMI BEACH!

☆ FOR EASTER FROM WARNERS

D. of J. Edict

(Continued from page 1)

received from Washington. Requests to the department for permission to release it have been made, he said.

Meanwhile, Rhoden declined to comment on the Government message, explaining that he did not want to put himself in the position of "interpreting" it. Moreover, he indieated that further conferences on the matter might be neeessary.

Barred from engaging in production by the terms of the eonsent deeree under which N. T. was divorced from 20th Century-Fox, the theatre company in 1956 sought Justice Department authorization to enter production with the intent of relieving the product shortage of which exhibitors were complaining bitterly.

Plea by Stanley Warner Also

Stanley Warner Co., also barred by the Warner Bros. eonsent deeree from engaging in production, made a similar applieation to the Justice Department. The latter took no action for many months, then invited representatives of production, distribution and exhibition, ineluding the petitioners, to a conferenee in Washington last summer.

The subjeet was diseussed at an all-day meeting, following which the Justice Department took no action until last week when its communication was sent to N. T.

Loew's Theatres also is barred by its consent decree from engaging in production, but has evidenced no interest in doing so.

AB-PT Now in Production

American Broadcasting-Paramount Theatres and RKO Theatres' decrees do not contain the prohibition on their entering production. AB-PT began producing last year but RKO, like Loew's Theatres, has not indicated any desire to do so.

AB-PT theatres exercise a preemptive right in booking pictures made by it, and trade observers pointed out that there would be little inducement for N. T. to make pictures without having the same privilege.

SAG Implements Strike At Republic Studios

From THE DAILY Bureau

HOLLYWOOD, Mareh 24.—Members of the Sereen Actors Guild have now ceased all contact with Republic Pictures and its subsidiary, Studio City TV Productions, in accordance with official caneellation of its contract as a result of Republic's sale of post-1948 films to television without negotiating extra payment for actors.

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YOU GET 'EM RIGHT
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CHICAGO 1327 So. Wabash

U.S.-Soviet Film Talks Start

(Continued from page 1)

eome after each side sees the other's films.

The negotiations, first held here under the recent U.S.-Soviet cultural exchange, lasted for about one hour at the State Department this afternoon. Motion Picture Association president Erie Johnston and MPAA viee-presidents Kenneth Clark and Criffith Johnson represented the American industry, with U.S. Information Agency film chief Turner Shelton and W. T. M. Beal of the State Department sitting in. Beal, a former State Department film chief, is now Deputy Assistant Secretary for Eeonomic Affairs.

The Russian delegation was headed by Sovexport Film president A. N. Davydov. It included A. A. Slavnov and C. C. Vladimirov of the Russian Cultural Ministry and A. Ladovski, the councilor of the Soviet Embassy here.

The Russians said they have a list of 24 pictures whieh they are prepared to sereen for any interested Ameriean purchaser. They did not indieate how many of these they aetually would be willing to sell. They asked for a similar list from American producers, without indicating any specific number of films which they wanted.

The U.S. group agreed to prepare a list for the Russians as soon as possible. U.S. film companies interested in selling films to the Russians have been asked to submit applications to Shelton by April 1.

The two groups agreed to have some screenings of films between now and Apr. 1, the date of the next meeting, which will take plaee at MPAA headquarters.

No mention was made, negotiators said, of any "contingency" arrangement, under whieh the Russians would insist that the U.S. buy a certain number of Russian films for each group of U.S. films the Russians buy.

The negotiators agreed that the first item to be disposed of was the eommercial sale of films, and that diseussion of other matters covered by the agreement, sueh as exehanging stars, film weeks, and joint production, should wait until the commereial sales were negotiated.

Shelton emphasized that all sales to the Soviet would be on a flat rental priee basis and not on a percentage of the gross arrangement. He cautioned that the Russian market is limited at present, and that the amount of money to be made from films selling on a flat fee would not approach the amount derived from a percentage basis. "At the moment" he said, "this is a small market."

Shelton expects to leave tomorrow for the West Coast, where he has been invited to attend the Academy Awards ceremony. He will talk to film leaders about the agreement while he is there, he said.

Home Office Staff

(Continued from page 1)

nies, the union announeed yesterday. A special general membership meeting of the union has been called for Thursday night at the Hotel Diplomat here when the final proposal of the employers will be presented and union members will be asked to vote on strike authorization. The major point of disagreement has been wage increases.

Aetion of the union officers and negotiating committee followed an all-day meeting here on Friday with representatives of the majors at the offiee of IATSE with president Riehard Walsh presiding. The union statement yesterday said "no aeeeptable offer was made by the representatives of the employers" and the union was authoribed by its International to take a strike vote.

Result to Walsh on Friday

The result of the vote will be certified to Walsh on Friday, as required by the group's eonstitution, and strike strategy and plans are to be formulated at an executive board meeting tonight.

Approximately 2,100 members are involved, including employees of Paramount, Warner Brothers, United Artists, 20th Century-Fox, Universal, Columbia, RKO Teleradio, and Loew's, Inc. In addition members employed by various subsidiaries of the major companies are affected.

Pass N. Y. Bill

(Continued from page 1)

by making it a misdemeanor for any person, firm or corporation "which by publiely advertising that the deeency or morality of the same has been challenged in any court, by a board of review or by any group or agency," shall seek to sell "any motion picture film, picture, phonograph record, wire or tape recording, book, magazine, pamphlet, newspaper, story paper, writing, paper or drawing, or to induce patronage for any place of amusement."

Originally, the bill would have taken effect September 1. However, an amendment advanced the date two months.

'Windjammer' Premiere Scheduled as Benefit

The local premiere at the Roxy Theatre on Wednesday evening, April 9, of Louis de Rochemont's "Windjammer," in the Cinemiracle process, will be for the benefit of the Easter Seal campaign of the New York Society for Crippled Children and Adults. Benefit co-chairmen are James A. Farley and publisher Victor F. Ridder; co-chairladies are Mrs. Edward R. Murrow and Mrs. J. Cheever Cowdin.

The first night audience will include leaders of society, government, industry and stars in the world of entertainment.

Charlottesville, Va. Bans 5% Amusement Tax

Special to THE DAILY

CHARLOTTESVILLE, Va., M 24—City Council has approved a c mittee report recommending that 5 per cent amusement tax be abo ed and instructed the city attorne draft an ordinance repealing it. T tre operators here have consiste attacked the amusement tax as fair and discriminatory."

The 5 per cent levy brough $23,600 last year, all but $3,00 which was from theatre admissi Carnivals and amateur product also had to pay the tax.

Dual Union

(Continued from page 1)

he entered a suit to stop paymen union funds to the Music Perfor Trust Fund, without first g through union channels.

AFM studio musicians are curr ly on strike at five major Hollyw motion picture studios.

In this telegram Petrillo said part: "Cecil Read has chosen critical time of strike to finally c out into the open with his long plan to form a union dual to AFM. No more vulgar betrayal of low workers exists in the entire nals of trade unionism.

Calls It 'Crude Effort'

"But this crude effort is foredoo to total and dismal failure. Every l of the Federation, every affiliate the AFL-CIO, and all others who speet the traditions of trade u ism and of elementary decency refute this traitorous adventure its supporters."

Read, former officer AFM Local and who led insurgents against policies of Petrillo in 1936, stated the new organization would be kn as the Musicians Guild of Ame According to Read's plans as outl on the Coast, MGA will seek to jurisdiction in the motion picture, t vision, radio, transcription and ording fields only.

Read Confident

Read said he is confident obtai the required number of signed quests from musicians in the are force an NLRB election, and tha is sure such an election will oust AFM from its long maintained trol over these entertainm branches. He said Petrillo's pre demands on the studios are unreal and probably unenforceable.

'Marjorie' Sets Mark

"Marjorie Morningstar" gro $22,106 in the first four days of world premiere engagement at Beach Theatre in Miami Beach, cording to reports received at Warner Brothers offices here. figure, says WB, is a record for 16-year-old theatre.

xpect 'Oscar' Show Record

(*Continued from page* 1)

onsisting of Ernest Emerling of 's Theatres, Harry Mandel of Theatres, Harry Goldberg of ey Warner Theatres and Oscar oob, then coordinator of activi- for the advertising and publicity tors committee of the MPAA. les E. McCarthy, COMPO in- ation director, assisted the com- e.

addition to exploiting the show, res in several situations brought ure to bear on television stations had originally refused to take elecast because of previous com- ents. Notable successes in this d were achieved by exhibitors ncinnati, Columbus and Dayton, and also in Baltimore, COMPO

ny Exhibitors For Telecast'

LBANY, N. Y., March 24—Schine's o Theatre in Glens Falls and the it's Strand in Hudson Falls have running a "slug" in their news- r copy suggesting that readers ness Wednesday Academy rds Night in Hollywood—Tune In nel 6, at 10:30 P.M." That is on WRGB in Schenectady, an affiliate, which will carry the ar" telecast.

ne Albany "Knickerbocker News," ad paragraphs by its television , Walter Hawver, quoted area itors' comments "about losing a to television and deliberately, at " Elias Schlenger, Fabian division ger, thought the telecast a good despite the fact "Wednesday is pening day for us, one of the r weekdays in our theatres."

fred G. Swett, manager of the ley Warner Strand, considered the cast "all for our benefit." Paul llen, lessee of the Leland, said, "Academy Award night was always a bad one for us. People would stay home anyway, whether we told them or not."

3 Cleveland Papers To Run Academy Ad

CLEVELAND, March 24. — The Motion Picture Theatre Directory in the three local daily newspapers, "Plain Dealer," "Press," and "News" listing the independent subsequent run houses in the area on Academy Award day will carry a two-column ad just under the directory heading saying: "Attend an Early Performance Tonight, Then See the Academy Awards on TV at 10:30."

While advocating early attendance, they will also run the second night show for patrons who prefer the theatre to the TV program.

Prevue Show Is Set On Pittsburgh Station

PITTSBURGH, March 24 — Karl Krug, critic of the "Sun-Telegraph"; Harold Cohen of the "Post Gazette" and Kap Monohan of the "Press" will again preside at an Academy Awards prevue show on Channel WIIC at 10 P.M. Wednesday, just before the "Oscar" show goes on the air. Deejay-announcer Bill Brant will moderate the questions-and-answers panel.

For the first time, three "average moviegoers" will appear with the three critics to talk about the probable winners. The guests are George N. Page, a salesman; Mrs. Luther Herman, a housewife, and Marianne Male, a teenage student. They were chosen from 22 candidates, and will receive a season pass to a theatre and a TV Guide subscription.

The Downtown Theatre Association sponsors the telecast.

nor Todd Today

(*Continued from page* 1)

Aaron section of Waldheim etery in Forest Park, Ill., on Chi- 's western boundary. Burial will eside Todd's father, Rabbi Chaim lbogen. Todd was born Avram ch Goldbogen in Minneapolis.

he producer's mother, Mrs. Sophie lbogen, 91, is a patient in a Hol- od sanitarium and was not told of death because of the possible k on her weakened condition.

odd's wife, Elizabeth Taylor, ac- panied by friends, will go to Chi- from Hollywood for the services, Michael Todd, Jr., who will carry is father's business interests here, cially those having to do with und the World in 80 Days," also be at the services.

heatres showing the Todd picture remain closed today.

embers of the producer's family e swamped with messages of sym- y from all over the world, includ- one from the White House ex- sing the sorrow of President and . Eisenhower. Illustrative of the extent to which Todd had captured public imagination was the prominence given to the story of his death in newspapers everywhere.

List Industries' Annual Net Was $1,540,461

List Industries Corp., of which RKO Theatres is a subsidiary, had a consolidated net income of $2,037,769 for the calendar year 1957, or 48.4 cents before special item and $1,540,461 or 36.6 cents per share after special item.

The previous year net income was 37 cents per share before special item and $1.04 per share after special item, based on shares outstanding at the end of 1956 including the 1,043,706 shares issued during the year in connection with the acquisition of the corporation's new subsidiary, Gera Corporation.

Provisions for depreciation and similar non-cash charges against earnings amounted to approximately $3,086,000 in 1957 and $3,037,000 in 1956.

Television Today

ABC Says Deal with Ealing 'Falls Through'

From THE DAILY Bureau

LONDON, March 21 (By Air Mail) —The Ealing Films £200,000 ($560,000) deal to lease 90 old films to television here will not now go through. This was announced by A.B.C. Television with whom the deal was being negotiated. An A.B.C. spokesman stated: "There were certain problems we could not agree about. The deal just hasn't materialised."

Last month the five trade associations reached an agreement "in principle" on a scheme to control the sale of films to TV. It included the setting up of a fund to acquire the U.K. television rights to films offered to the TV networks here. At the same time the associations issued a warning that exhibitors will refuse to book the product of any producer or distributor, British or foreign, who as of February 4, 1958, negotiates further sales to TV.

Details of the proposed scheme are still being worked out by a drafting committee.

AA Has No Plans to Sell To TV; Pacts Watched

From THE DAILY Bureau

HOLLYWOOD, March 24 — Allied Artists Pictures has no plans to sell its post-1948 theatrical films to television and in all current contracts with producers is retaining control of the TV distribution, Steve Broidy, president, has declared.

"The purpose of Allied Artists is to provide a sound and solid source of supply of worthwhile production for motion picture exhibitors throughout the world. This has been and will continue to be the policy of the company as long as we can successfully service this market," Broidy said.

Broidy pointed out that AA is now in the process of developing theatrical projects that will "involve important personalities."

Head of BMI to Testify

WASHINGTON, March 24—Sidney M. Kaye, vice-president and general counsel of Broadcast Music, Inc., will lead off the opposition testimony when a Senate commerce subcommittee resumes hearings on Apr. 15 on a bill to require broadcast licensees to dispose of music publishing or recording interests.

The subcommittee said other opposition witnesses would include Gene Autry and spokesmen for Rhode Island Florida broadcasters. The hearings will continue through Apr. 17 and then recess until May.

The subcommittee last week wound up five days of hearing testimony in favor of the bill.

Interstate TV and ABC Co-Producing Pilot Film

From THE DAILY Bureau

HOLLYWOOD, March 24 — Allied Artists' subsidiary, Interstate Television, will produce a pilot film, "Barbary Coast," in an exploratory combination with the American Broadcasting Co. Ben Schwalb, of AA, and Robert Adams, of ABC, will co-produce the film.

A spokesman for AA said that Interstate has other pilots under consideration if the exploratory project proves successful.

John J. Cole Elected Head of Guild Films

John Joseph Cole, vice-president for sales, has been elected president of Guild Films Co., Inc., at a meeting of the board of directors. Cole was nominated to his new post by Reub Kaufman, founder and president of the company since 1952, who will remain chairman of the executive committee and a member of the board.

At the board meeting, Arthur R. Lerner, assistant treasurer of the company for the past two years, was elected treasurer, and George J. DeMartini, formerly vice-president and treasurer, was named vice-president and secretary.

Clipp Named to Head TV Code Review Board

Special to THE DAILY

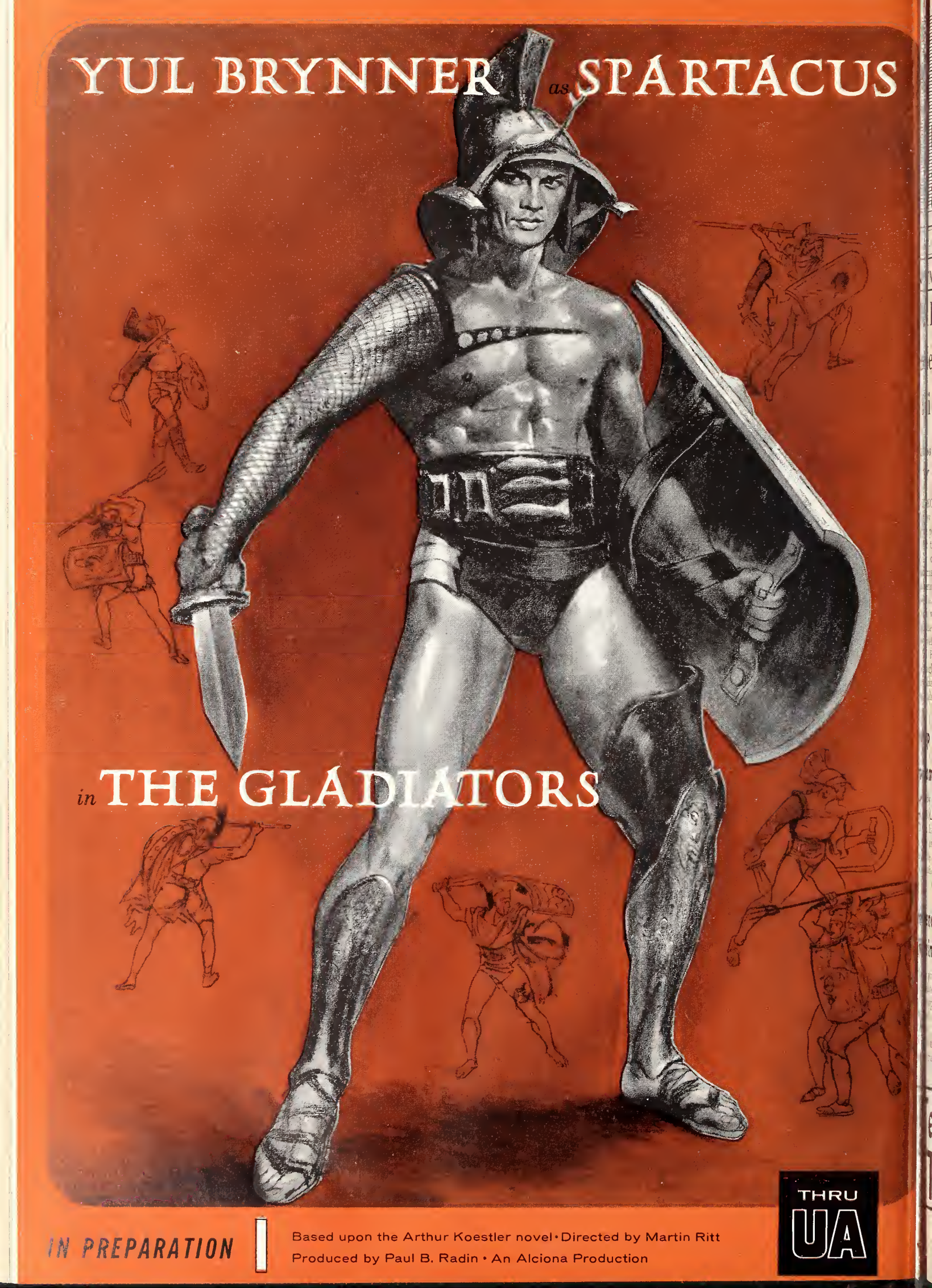
WASHINGTON, Mar. 24.—Roger W. Clipp, executive vice-president and general manager of the Triangle Stations in Philadelphia, has been appointed chairman of the Television Code Review Board.

National Association of Broadcasters president Harold E. Fellows said Clipp would succeed William B. Quarton, executive vice-president of WMT-TV of Cedar Rapids, Iowa. Fellows also announced that E. K. Hartenbower, general manager of KCMO-TV in Kansas City, had been appointed to the Code Board to succeed Quarton, and that Donald H. McGannon, president of the Westinghouse Broadcasting Co. had been reappointed to the board.

The board started its quarterly meeting here today.

Residual Payments Up

HOLLYWOOD, March 24 — Residual payments to television writers have risen from $295,478 in 1956, and $343,689 in 1957, to an estimated $750,000 for 1958, members of television-radio branch, Writers Guild of America, West, were told tonight at a meeting by Erna Lazarus, chairman of the television policing committee.


YUL BRYNNER as SPARTACUS
in THE GLADIATORS
IN PREPARATION
Based upon the Arthur Koestler novel • Directed by Martin Ritt
Produced by Paul B. Radin • An Alciona Production
THRU
UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 83, NO. 59 NEW YORK, U.S.A., WEDNESDAY, MARCH 25, 1958 TEN CENTS

TOA Will Organize Trust To Buy Post-'48 Films

Program Calls for Cash Down Payment, Balance in Bonds; Non-TOA Members Will Be Invited to Participate in Plan

Special to THE DAILY

SAN FRANCISCO, March 25—The board of directors and executive committee of the Theatre Owners of America today adopted a resolution calling for a tax exempt, non-profit trust to be organized by exhibitors for the purpose of purchasing all of the 1948 and after motion pictures that distributors wish to sell. While offered by TOA, the plan "will not be a TOA project," and all exhibitors in the country will be invited to join, the resolution stated.

The action endorsing the plan and authorizing TOA's officers to proceed with its development was taken at the closing session of the board's mid-winter meeting here today at the Mark Hopkins Hotel. The plan was set forth to the meeting by Ernest G. Stellings, TOA president.

The trust would make a cash down payment and the balance in bonds to the sellers of the picture, the bonds being payable at stated intervals over an agreed length of time. Possession of the pictures would then be turned over to the particular distributors from

(*Continued on page 5*)

Neil Announces

KO Forms ew Producing inance Co.

so Signs Deal with Rank r Distribution Abroad

KO Teleradio Pictures has formed w company to finance motion pic- production and signed contracts the Rank Organization for for- distribution of RKO product, mas F. O'Neil, president of RKO radio, announced here yesterday. he new company will finance s with independent film producers the production of films in the U.S. well as foreign countries, O'Neil . RKO will also sell the pictures ugh its own foreign distribution nization, and Rank will take over administrative and service aspects

(*Continued on page 5*)

P to Make 24-30 in ompatible Doubles'

By WILLIAM R. WEAVER

OLLYWOOD, March 25 — Amer- International Pictures will pro- and/or release 24 to 30 pictures the fiscal year beginning April, asing them in what president

(*Continued on page 4*)

nch Office Here ring Representative

producers' representative will be inted within the next two months supplement the activities of the ch Film Office in the United es, Jacques Flaud, director-gen- of the Centre National de la Cine- graphie of France, said here yes-

(*Continued on page 2*)

Television Today

Page 6

Robinson the Winner; TV Gate the Champ

Last-minute ticket sales to the closed-circuit telecast of the Carmen Basilio-Ray Robinson championship fight last night at theatres and auditoriums over the country were reported to be brisk late yesterday by TelePrompTer Corp., its sponsors. The telecast of Robinson's split-decision win was carried to 173 locations, with seating capacity of 514,000, and potential gross of $2,000,000.

How close the actual amount of

(*Continued on page 4*)

ITOA Asks Harriman Veto Film Ad Bills

Members of the Independent Theatre Owners Association of New York yesterday sent a telegram to Governor Averell Harriman urging that he veto the Younglove and Murphy bills, passed this week by the state legislature. The bills affect motion picture

(*Continued on page 4*)

Careless 'Mourners' Scored by Mayer

An optimistic view of the future of the motion picture industry is expressed by Arthur Mayer in the lead article of the "Saturday Review" for March 29. Mayer attacks the careless and inaccurate mourners who are predicting or hailing the death of the motion picture industry with statistics on attendance and with a realistic account of the changes that are occurring within the industry.

He sees a period of three years of

(*Continued on page 5*)

Tonight's the Night

Oscar Takes the Spotlight

An audience estimated by COMPO and NBC at close to 80,000,000 persons will be watching television tonight starting at 10:30 Eastern Standard Time. For once the bigger the audience, the happier the motion picture industry will be. They will be watching 70 of Hollywood's very top stars presenting to each other and to others of the industry's creative talent the gold "Oscars" symbolic of the annual Academy Awards.

For the first time the industry's own show to be carried in full by 179 television stations across the country and in Canada, via CBC, will have no commercials. An industry message will be delivered during the station breaks.

For the first time, also, publicity for the show has been greatly augmented by theatre promotion at the local level. According to COMPO, 6,000 theatres have advertised it by trailers and other promotion.

The academy telecast is the opening gun in the $2,300,000 industry business-building campaign, which is expected to get under way when exhibitors make contributions equal to the money already pledged by the Motion Picture Association of Amer-

(*Continued on page 6*)

Rettig Named Figaro Exec. VP; Lewine on Bd.

Earl Rettig, president of NBC's California National Productions, was named to succeed the late Emanuel Sacks as Figaro, Inc.'s executive vice-president, and Robert Lewine, vice-president in charge of network sales for NBC-TV, was elected to the board of directors of the independent producing company. This was announced following the board meeting of Figaro here yesterday.

Figaro's board includes, in addition to Rettig and Lewine, Joseph L. Mankiewicz, chairman, Bert Allenberg, Alan Livingston, Abraham Bienstock, Robert Lantz and James E. Denning. Officers of the corporation are Mankiewicz, president; Rettig, executive vice-president and treasurer; Lantz, vice-president; and Richard Reiss, secretary.

PERSONAL MENTION

HOWARD STRICKLING, M-G-M director of advertising-publicity, has returned to the Coast following a week in New York.

•

BARRY JONES, British actor, will return to London from New York today via B.O.A.C.

•

JAMES E. PERKINS, president of Paramount International, will leave New York today for Panama on the first leg of a Latin-American business tour.

•

JOSEPH SCHAEFFER, producer, will leave New York for Europe today aboard the "Liberte."

•

JAMES HILL, of Hecht-Hill-Lancaster, and his wife, RITA HAYWORTH, will return to Hollywood from New York at the end of the week.

•

ALLEN M. WIDEM, of the "Times" of Hartford, has returned there from Chicago.

•

TENNANT C. WRIGHT, production manager for Warner Brothers' forthcoming "The Miracle," based on the Max Reinhardt play, has left New York for Spain, accompanied by IRVING RAPPER, director, and RUSS SAUNDERS, assistant director.

•

SEYMOUR KRAWITZ, publicity manager for the Michael Todd Co., was married here on Sunday to PATRICIA MCLEAN.

•

PHIL ISAACS, Paramount assistant Eastern sales manager, has returned to New York from Jacksonville.

AA Deal in Tokyo

TOKYO, Mar. 25.—Norton V. Ritchey, president of Allied Artists International Corp., and Hideo Shiotsugu, president of Eihai Company, Ltd., Tokyo, jointly announced today that a new long-term contract has been signed for the distribution of AA product by Eihai in Japan. Eihai has been Allied Artists' distributor in that territory since 1951.

312 Dates for 'Run'

A record schedule of 312 key Easter school holiday dates have been set for Hecht-Hill-Lancaster's "Run Silent, Run Deep." They will start next week in 28 exchange areas, it was announced by James R. Velde, United Artists general sales manager.

Hoover Is Concerned Over Gangster Films

From THE DAILY Bureau

HOLLYWOOD, March 25—"I feel very strongly on the subject of anything which might be construed as glorifying the criminal element."

This phrase forms the theme of a letter written by Edgar Hoover, director of the Federal Bureau of Investigation, to Eric Johnston, president of the Motion Picture Association of America. Hoover expressed "deep concern" regarding many gangster-type pictures now being produced.

Extracts from the letter are being circulated to member companies of the Association of Motion Picture Producers by Geoffrey Shurlock, director of Production Code Administration.

Douglas May Produce 'Strogoff' in Russia

From THE DAILY Bureau

HOLLYWOOD, March 25 — Kirk Douglas will accept the Soviet Union's invitation to meet with Russian officials in Washington to discuss plans for producing, in Russia, Jules Verne's "Michael Strogoff" on a multi-million dollar budget. The invitation asks Douglas to discuss the project with Aleksander N. Davydov, head of Sovexport film, now in Washington, following exploratory talks by Davydov, Eric Johnston and Turner B. Shelton, chief of the film division of the U.S. Information Agency.

Douglas has said he will produce the film only if the project receives endorsement of top U.S. officials.

DeMille's 'Ten' Grosses $111,000 in L.A. Test

Cecil B. De Mille's "The Ten Commandments" grossed $111,000 in the first five days of a test booking in 14 neighborhood theatres in the Los Angeles area. The 14 theatres included six drive-in theatres. Paramount estimates the gross for the week will be $162,000.

L. A. Lauds Academy

HOLLYWOOD, March 25. — The Los Angeles City Council today unanimously adopted a resolution by Councilman Ernest Debs congratulating the Academy on its "Awards" events, which he said "disseminate to the far corners of the world of entertainment, fashions and furnishings created in Los Angeles, and American concepts of freedom and democracy."

Elvis Presley Inducted

MEMPHIS, March 24 — Elvis Presley is in the Army now. The rock and roll star passed his physical check-up, and was sworn in on Monday at Kennedy Hospital.

Todd Buried; Friends And Associates at Grave

Special to THE DAILY

CHICAGO, Mar. 25.—Mike Todd was buried in his family plot in Waldheim Cemetery in suburban Forest Park today as hundreds of curious onlookers crowded inside the cemetery or watched outside a nearby fence. The services were conducted by Rabbi Abraham J. Rose of Congregation Kneseth Israel of Elgin.

Todd's wife, Elizabeth Taylor, came from Hollywood by plane for the service, accompanied by her brother, Howard, and physician, Dr. Frexford Kennemer, and Eddie Fisher, the singer. Also present were Michael Todd, Jr., Todd's brothers, David and Frank Goldbogen, his sister, Mrs. Sheila Stender, and a few other relatives and close friends and associates of the deceased.

Meanwhile, memorial services for Todd were held in Hollywood, where a eulogy was delivered by George Jessel, and theatres in which Todd's "Around the World in 80 Days" is playing, remained closed.

Tribute to Hartman Voiced by Dore Schary

From THE DAILY Bureau

HOLLYWOOD, March 25. — In a private memorial service for Don Hartman today at the Dore Schary home, Schary revealed the deceased had left written instructions that, when he should die, there be no funeral service, explaining, "I should like to leave those close to me an enthusiasm for living."

Taking this as his theme, Schary said in part, "This enthusiasm for living is what we loved most about Don. It rippled through his entire life and career."

Wind Up Hearings on Reciprocal Trade Bill

From THE DAILY Bureau

WASHINGTON, March 25. — The House Ways and Means Committee all but finished its reciprocal trade hearings today.

The committee heard Commerce Secretary Sinclair Weeks make a final plea for the Administration's five-year extension bill. Weeks was to have wound up the hearings today, but members said he should come back again to answer questions about oil imports. The committee will meet in mid-April to try and hammer a bill together, expected to be a tough job.

Motion Picture Association president Eric Johnston and other industry leaders have backed the President's program, which is under sharp attack from groups seeking increased tariff protection.

French Offic

(*Continued from page* 1)

terday at a luncheon for the tra press in the Brussels Restaurant.

The representative, Flaud sa probably will be an American a his duties will include the handling legal affairs and control of recei of French films exhibited in t country. He will not, the French official emphasized, undertake to ma contracts or to sell specific films U.S. distributors. The French Fi Office presently is concerned prim ily with "cultural" rather than "co mercial" objectives, dealing w general promotion of and informati about French product.

Wants a N. Y Showcase

Flaud reported that the French dustry has "definitely" dropped a ideas of entering U.S. distribution self, but that there was a need French-owned theatres in this cou try, as in other countries abroad. said that there was a particular ne for such a theatre in New York. Th theatres would be operated by Fina nef, a private French company connected to the Centre National.

Questioned concerning his sta ment that there are a number of go French films which never obtain U.S. release, Flaud said the ansv might be the screening of product the U.S. for local distributors, that it would be more satisfactory more distributors would come France to make deals directly in t country.

100 Book 'Macabre'

Allied Artists' "Macabre" has b set for an April 16 multiple premi in the New England area with o 100 theatres to participate.



The Monarch
Only De luxe Servi
Every Night,
Overnight
New York to Lond
BRITISH OVERSEAS AIRWAYS CORPORAT
Reservations through your travel agen
BOAC, 530 Fifth Avenue, New York
N. Y. MUrray Hill 7-8900.

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"'MERRY ANDREW' A DILLY!"
—NEWSWEEK

"Overall excellence. Perfect recipe for entertainment. —M.P. DAILY

"Couldn't be a happier picture for the holiday season." —PELSWICK, N. Y. Journal-American



"BLOCKBUSTER!"
—DOROTHY KILGALLEN on "Dorothy and Dick" WOR program

"Kaye's skill is something to witness."
—M. P. HERALD

"Hurley burley of fun!"
—COOK, N. Y. World-Tele.



"DANNY KAYE'S FANTABULOUS FUN FILM!"
—ALICE HUGHES in King Features national col.

"Kaye's fun-fest. Perfect family entrant."
—FILM DAILY

"Hilarious romp with Danny in top form."
—CAMERON, N.Y. Daily News



"WHAT THE DOCTOR ORDERED!"
—CROWTHER, N. Y. Times

"For Easter or any season—thoroughly enjoyable entertainment in any type house."
—BOXOFFICE

AMERICA LAUGHS!



"HAPPY GO CHUCKELY!
Bright, hilarious. Smartest musical numbers in some time."
—VARIETY



M-G-M presents
A SOL C. SIEGEL PRODUCTION
Starring

DANNY KAYE

in

MERRY ANDREW

Co-Starring PIER ANGELI

BACCALONI · NOEL PURCELL · ROBERT COOTE

With PATRICIA CUTTS

Screen Play by ISOBEL LENNART and I. A. L. DIAMOND

Based on a Story by PAUL GALLICO

Music by SAUL CHAPLIN · Lyrics by JOHNNY MERCER

Choreography by MICHAEL KIDD · In CinemaScope And METROCOLOR

Associate Producer SAUL CHAPLIN · Directed by MICHAEL KIDD



"IDEAL FOR YOUNG IN YEARS AND YOUNG IN HEART."
—M.P. EXHIBITOR

"Will delight his fans and family trade."
—FILM BULLETIN

"Danny's Dandy as 'Merry Andy'!"
—GILBERT, N. Y. Mirror

M·G·M BACK ON TOP IN '58!

Champion

(*Continued from page* 1)

the gross would be, TelePrompTer officials would not predict late yesterday, saying that reports on advance sales from other parts of the country were incomplete. In the New York metropolitan area 20 theatres had scheduled the telecast, and sellouts were reported in most of them. The exceptions were in Brooklyn and White Plains.

Tickets for the telecast ranged in price from $3 to $7.50 with $4 about the average. The $7.50 tab was at Loew's State here for its loge seats, all of which were sold out in advance. At Toots Shor's restaurant the telecast was shown at a charity benefit to a limited audience of 300 at a price per ticket of $50.

Other Cities Heavily Wired

Other cities with large numbers of hook-ups were Los Angeles and San Francisco, five each; Pittsburgh and Detroit, four each; and Philadelphia and Cleveland, three each.

In Denver, Colo., where the Paramount Theatre had booked the fight, seats were sold out way in advance. Arrangements were then made to show the telecast at the neighborhood Tower Theatre, which also played to standing room only. The two theatres together were reported to have grossed over $10,000.

ITOA Asks Harriman

(*Continued from page* 1)

advertising and would prohibit the publicizing of the fact that a film has been "challenged in court by a board of review" as well as "misrepresentation" in advertising of the "nature or content of a film."

In the telegram yesterday ITOA said the bills "are so ambiguous and restrictive in nature as to constitute a dangerous impairment and abridgment of the constitutional guarantees of freedom of speech and press."

Virginia Group Scores Film Sales to Television

Special to THE DAILY

RICHMOND, Va., Mar. 25.—The board of directors of the Virginia Motion Picture Theatre Association adopted a resolution condemning the policy of selling any more feature films to television at its quarterly meeting here. Syd Gates, president, said in a statement, "We feel it is imperative that not only the selling of the films be discontinued but that the public be advised through advertising and publicity that motion pictures made for theatre exhibition will not be available to TV."

John A. Broumas was named chairman of the annual convention to be held at the Chamberlin Hotel, Old Point Comfort, Va., on July 15, 16 and 17. Exhibitors of the Virginia area, North Carolina, Maryland and the District of Columbia, will again be invited to attend the convention. Business building plans and programs will be a feature of this meeting.

'Compatible Doubles' for AIP

(*Continued from page* 1)

James H. Nicholson terms "compatible doubles," and in continuing adherence to over-all policies that have brought the company to a commanding position in its field in three years since its formation, Nicholson and vice-president Samuel Z. Arkoff told the press this morning at the Hollywood Roosevelt Hotel.

The company's first annual national convention opened Monday and runs through Wednesday at the Roosevelt.

Budgets Total $3,000,000

Budgets for the year's programs will aggregate an amount in excess of $3,000,000, Nicholson said, with individual budgets approximately $150,000. This is considerably up from the $100,000 average maintained in the past, and may go higher if costs continue to mount, Arkoff said. Actual cost, as reflected in product quality, would run much higher if it were not for the company's policy of granting participation, in addition to straight fees, to producers, directors, writers and other talents, Arkoff said.

The company allocates about 40 per cent interest in picture revenues to participation. Four upcoming productions are to be in color, each being packaged, however, with black-and-white production on the same general theme.

Only One Film Ended in Red

Nicholson said the only picture which ever lost money for AIP was a single-release subject, aimed for the lower half of a double bill, and this experience backgrounds in part the company's "compatible doubles" policy.

Nicholson added: "I learned when I was a small boy that two things of different kinds do not sell well in public. When they sold double ice cream cones, combining two flavors in one cone, I always insisted both flavors in mine to be chocolate. We find, similarly, that the theatre-goers buying a double-bill package want both films to be in same topical category."

'Must Be Big or Small'

Arkoff added, "We find there is no place in the present show business for middle-grade pictures. A picture to succeed must be one or other, big or small, and there's a big chasm between those two things. This chasm has swallowed up many fine producers during the past two years, and at least one major studio."

When asked whether FBI chief Edgar Hoover's complaint to Eric Johnston against gangster pictures will effect a change in AIP policies, Nicholson said "no." He stated, "All our pictures have been approved by the Production Code Administration. We have never released one that has not carried the Code Seal. Our audiences are young, wholesome, family audiences, in the main, and we would not want to show them anything that would offend or damage them."

Asked whether the AIP production agenda includes any melodramas based on lives of actual criminals, Nicholson said it does not, although some still unreleased films already completed do so.

Arkoff declared concerning the Hoover protest, "I'm getting pretty tired of our industry always being the whipping boy. I say let Hoover, if he's in earnest; turn to television and do something about the material —including dramatizations of notorious gangsters' career—that television is sending into the American homes."

Nicholson said the musicians strike has not impeded AIP scoring of pictures, as the company has signed interim agreements with Local 47 stipulating that any rates finally fixed by the musicians with the struck studios will be observed retroactively.

Both Travel Extensively

Nicholson pointed out, "I think our success so far has been due in large part to the fact that we were exhibitors to begin with, and we have maintained constant contact with our exhibitor customers. We have traveled more than 115,000 miles in the past year, visiting exhibitors.

"We screen all our stories and titles, advertising and exploitation plans, with exhibitors, before starting production, so that we can be sure our pictures will fit squarely with exhibitors needs. We are set up to move very rapidly from start of production to moment of release."

AIP "compatible doubles" will play between seven and eight thousand playdates, the executives disclosed, and are not broken up into separate singles until, far down in the final runs in such places as the all night grinds, one may be sold without the other.

Production Costs Up 50 Per Cent

AIP shooting schedules average 10 days. Production costs are up about 50 per cent from the company's start three years ago, it was disclosed.

The AIP officials look forward to steadily improving business conditions.

Red Cross Disaster Film Bows Tonight

Special to THE DAILY

TORRINGTON, Conn., March 25—The premiere of "Disaster And You," a 30-minute film depicting the 1955 floods in New England and the work of the Red Cross disaster units in alleviating the distress caused by the flood, will be held here tomorrow night. Much of the picture was filmed locally.

National, state and local Red Cross officials, together with Gov. Abe Ribicoff, Senators Prescott Bush and William A. Purtell, and representatives of the Federal government will attend the premiere. Produced by Wilding Picture Productions, the film was made on a grant from the Radio Corporation of America through the offices of its chairman, Brig. Gen. David Sarnoff.

Trust Suit Against W. Opened by Governme

From THE DAILY Bureau

WASHINGTON, March 25 —S aration of Western Electric Co. fr the American Telephone and Te graph Co. would have crippled Bell System's ability to provide t notch communications service, C gress was told today.

The claim was made by Horace Moulton, A. T. and T. vice-presid and general counsel, who testified a House judiciary subcommittee op ed several weeks of hearings on t Government's anti-trust consent cree with A. T. and T.

The subcommittee, headed by R Emanuel Celler (D., N.Y.), particul ly wants to know why the cons judgment did not require divestitu of Western Electric, as origina sought.

Moulton said Western Electric w part of an integrated organization research, manufacturing and ope tions, and it was this integration wh made the Bell System the best in t world. Divestiture of Western El tric would have cut the quality a increased the cost of service, he sa and A. T. and T. officials according fought against any such divestitu throughout the consent decree neg tiations.

Cohen, Kastner Name To U.S.-Soviet Group

Wolfe Cohen of Warners and La Kastner of Columbia have been a pointed a subcommittee of the sp cial Motion Picture Export Assoc tion advisory committee to sit wi Eric Johnston and representatives the U.S. and Soviet Governments ne week on discussions for a trade agre ment. Cohen and Kastner were a pointed at a special meeting of t five-man advisory committee at t New York offices of the MPAA ye terday.

The meeting with the Russian del gation is scheduled for the afterno of April 1 in Washington. Other me bers of the special advisory comm tee are George Weltner, Paramou Murray Silverstone, 20th-Fox, a Arnold Picker, United Artists.

Herman Starr Dies; Headed Pictura Films

Herman Starr, president of Pictu Films Corp. and a former officer Warner Brothers, died Monday of heart attack in the office of his ph sician in New York. He was 59 yea old. Starr entered the industry in 192 with the old Vitagraph compan absorbed by Warner Bros. in 192 During his career with the compa he specialized in the direction of mus publishing subsidiaries. After leavi Warners he set up Pictura Produ tions and produced and distribute "Van Gogh," a short subject whic won an Academy Award in 1950.

He is survived by his widow an two sisters, Mrs. Sue Robinson an Miss Ada Starr.

OA to Form

(*Continued from page* 1)

om the purchase was made for ribution by them in their ordinary rse of business.

The distributors would get an eed percentage of the gross film tal for distributing the pictures, l would apply all of the remaining ceeds from the film rental to the idation of the bonds held by them. e bonds would contain a recapture use permitting the holder of them claim title to the pictures upon fault in the payment of the bonds. Upon full payment of the bonds, possession of the pictures would ert to the trust for further action.

rive-in Convention pens Today in S. F.

Special to THE DAILY

SAN FRANCISCO, Mar. 25.—The- e Owners of America's first drive-in nvention, which is expected to draw re than 250 drive-in owners and erators, opens at noon tomorrow at e Mark Hopkins Hotel, with a ncheon sponsored by the Pepsi Cola mpany. Ernest G. Stellings, TOA esident, will be the main luncheon eaker.

Will Attend 'Oscar' Show

Tomorrow night the delegates will e the Academy Award telecast at e Mark Hopkins following a cock- l party and buffet sponsored by the oca-Cola Company.

KO Finance Company

(*Continued from page* 1)

distribution in most countries road, it was explained.

O'Neil said that RKO has plans to ake "a substantial number of motion ctures, judging each new enterprise lely on the merits of the particular uation."

Explaining the new distribution ar- ngement abroad, the RKO head said e company "intends to improve its ficiency in foreign distribution by ncentrating its personnel on creative lling, booking and merchandising."

KO negotiated with several large merican and foreign distribution tfits before completing the arrange- ent with Rank, he added.

The Rank Organization "will handle KO's clerical, shipping and inspec- on services," O'Neil pointed out.

ank Signs Deal for istribution in Spain

LONDON, Mar. 25.—The Spanish istribution company of CIFESA will istribute the Rank Organization's roduct in Spain and throughout all panish possessions, it was announced y the Rank Organization here.

Harry Norris, joint managing direc- r of the Rank Organization, has een named a member of the board f directors of CIFESA. Harold Sar- sson, Spanish representative of J. rthur Rank Overseas Film Distribu- rs, is also on the board of directors f CIFESA.

TOA Praises Levin For U. S. Festival

Special to THE DAILY

SAN FRANCISCO, Mar. 25.—Lavish praise was heaped on Irving M. "Bud" Levin today at the closing session here of the meeting of the TOA board of directors for Levin's "enterprise and perseverance" in bringing an annual international film festival to America. Last year Levin almost single handedly staged an international festival without sanction of the International Federation of Film Producers Associations and because of its success won official sanction for the 1958 and future annual competitions.

"Levin is a credit to the enterprise of American exhibitors," said Ernest G. Stellings, TOA president. "His perseverance in establishing an annual festival is a symbol of what our exhibitors can do when they put their minds to it."

Stellings offered this comment after the TOA board unanimously passed a resolution saluting the establishment of the yearly festival here and pledging the wholehearted support of the organization's membership for the festivals to come.

Rosen Is TOA Alternate On Business-Building Unit

Special to THE DAILY

SAN FRANCISCO, March 25 — Ernest G. Stellings, president of Theatre Owners of America, has named Samuel Rosen, executive vice-president of Stanley-Warner Corp., as his alternate on the executive committee of the all-industry business building campaign.

Rosen, who was active with Stellings in the meetings leading to formation of the campaign, will represent Stellings and TOA on the committee when the latter is not in New York.

'Mourners' Hit

(*Continued from page* 1)

transition and says, "Out of the ordeal, however, of fire and firing, the closing of theatres no longer necessary and of distribution offices that never were necessary; out of mergers, liquidations, and studios reduced in size and number, there will emerge a possibly less profitable, but surely a healthier, saner, better organized film business."

The article takes the view that television was not the only factor in the recent decline. "What really rocked if it did not wreck the industry," Mayer says "was the decisive victory of the Government in its anti-trust suit against the major companies. Moviemakers and exhibitors might have adjusted themselves to the consent decrees imposed by triumphant Department of Justice . . . but not at the same time they were meeting the first brunt of the video onslaught."

LIFE salutes the Academy Award Nominees and their Originators:

Warner Bros. "Sayonara"
(in LIFE's December 2, 1957 issue)

Columbia "The Bridge on the River Kwai"
(in LIFE's December 9, 1957 issue)

United Artists "Twelve Angry Men"
(In LIFE's April 22, 1957 issue)

20th Century-Fox "Peyton Place"
(In LIFE's August 26, 1957 issue)

United Artists "Witness For the Prosecution"
(In LIFE's January 13, 1958 issue)

THE BIG ONES ARE ALWAYS IN LIFE

Oscar's Night

(*Continued from page* 1)

iea. The MPAA has advanced $650,000 toward the cost of the telecast.

Roger Lewis and Jerry Pickman, serving as a sub-committee for the telecast, under Paul Lazarus, chairman of the operating committee for the business-building campaign, praised the theatre managers and advertising directors who cooperated with COMPO in publicizing the show in all parts of the country.

Four Cities Singled Out

Special commendation was given to exhibitors in Cincinnati, Dayton, Columbus, O., and in Baltimore for the work they did in getting television stations in these cities to forego their regular programs and to carry the Academy telecast.

NBC anticipates that the audience for the Academy telecast will be one of the biggest in television history.

The show itself will be telecast from the stage of Hollywood's RKO Pantages Theatre.

To Be Followed by Dance

For the film colony itself, this year's Oscar presentations constitute not only a unique community project because of the industry sponsorship, but the outstanding social occasion of many years, as a result of which famed dress designer Edith Head forecasts "the greatest fashion show in the world—because the most glamorous 'models' in the world will be wearing gowns that will represent a cross-section from the leading salons of Paris, New York, and Hollywood." And this year there is another innovation—an Academy dinner dance at the Beverly Hilton Hotel afterward.

With the talent appearing for nothing, and the wardrobe supplied by the stars themselves, the theatrical extravaganza is costing the industry $850,000, but the full bill, according to producer Jerry Wald, would make it the most expensive show Hollywood has ever produced—a $2 million one-night stand.

Mae West, Rock Hudson Teamed

James Stewart, Bob Hope, Rosalind Russell, Donald Duck (who will monitor a six-minute "History of the Movies"), and Jack Lemmon are down as masters-of-ceremonies. Burt Lancaster and Kirk Douglas will sing a song specially written by Jimmy Van Heusen and Sammy Cahn. Mae West and Rock Hudson will sing "Baby, It's Cold Outside."

But the No. 1 star of the evening will be "Oscar," the "Tenth Muse," whose golden statuette is universally recognized as the ultimate trophy for motion picture achievement.

Presenting the Awards to the top winners in each category will be John Wayne, Cary Grant, Gary Cooper, Sophia Loren, Lana Turner, Anthony Quinn, Maurice Chevalier, Clark Gable, Doris Day, Joan Collins, Dana Wynter, Fred Astaire, Anita Ekberg, Gregory Peck, Rock Hudson, Cyd Charisse, Ernest Borgnine, Ronald Reagan, Zsa Zsa Gabor, Joanne Woodward, Paul Newman, Eva Marie Saint, June Allyson, Dorothy Malone, Robert Ryan, Wendell Corey, and Bette Davis. Robert Wagner and Natalie Wood, Don Murray and Janet Leigh will be "custodians of the Oscars."

Grand Jury Indicts Two Pa. 'Woman' Managers

Special to THE DAILY

PHILADELPHIA, March 25—Managers of the two center-city art houses showing "And God Created Woman" were indicted late last week by the March grand jury here on charges of possession and display of an obscene film. The indictments were returned against William Kanefsky, manager of the Studio, and Kendric Parker, at the World, after the grand jury, composed of 16 men and women, viewed the controversial film at an exchange screening room.

The managers were originally arrested several weeks ago after district attorney Victor H. Blanc warned the distributors, Kingsley International Pictures Corp., not to show the film here. Kingsley went to court to prevent Blanc from interfering with the showing of the film. Judge Eugene V. Alessandroni, in the Philadelphia Court of Common Pleas, refused to restrain the district attorney from seizing the films and dismissed the civil action brought by Kingsley.

An appeal was taken by Kingsley to the higher state supreme court which directed on March 17 that Blanc return the films to the theatres pending argument on the appeal, which is listed for hearing on April 21.

Entire Record Clean, Hyde Tells House Unit

From THE DAILY Bureau

WASHINGTON, March 25 — Federal Communications Commissioner Rosel H. Hyde today denied any "chiseling" at the taxpayer's expense. He appeared before a House Commerce subcommittee to deny any impropriety in his conduct as a Government official—specifically that there was anything wrong with his having had color TV sets in his home on loan and having expected some expense payments by the broadcasting industry during his attendance at broadcasting conventions.

Hyde said his entire government record has been one of correct and proper actions.

TV Code Unit in Move To Ban Subliminal Ads

From THE DAILY Bureau

WASHINGTON, March 25. — The Television Code Board has moved to crack down on subliminal advertising on television. The board, at its quarterly meeting here, agreed to ask the television board of the National Association of Broadcasters to amend the Television Code to ban subliminal advertising.

The matter will come up when the TV board meets in Los Angeles May 1.

Television Today

One Man's TViews

By Pinky Herman

NBC-TViewers of the last of this season's "Bob Hope Show," Saturday, April 5 (9:00-10:00 P.M.) will witness performances by Russian movie stars including Popoff, the Clown, Raikin and his fals face comedy routines, The Red Army Chorus and the Ukraine Dance in addition to a baseball skit featuring Hope, Duke Snyder and Will Mays. Dutch Masters Cigars will co-sponsor the program with Johnso Motors. . . . Ass't to the vice-president for TV of NAB, Dan W. Shield will discus important TV film operational problems at tomorrow's NTF luncheon. . . . Has Dennis Day been signed to star in a Broadway Mus cal, "Pardon My Glove" this Fall? Main Stem (sour) Grapevine bettin on it. . . . Procter & Gable will introduce its new Speed-Bath Li Home permanent on the "Emmy Awards" NBCoast-to-coast teleca April 15. . . . One of the town's most talented musicians, conducto composer Leo Russotto, formerly co-conductor of the European Compan of "Oklahoma," has been signed as ass't conductor of the revival "Oklahoma" at the NYCity Centre. . . . Ed McBain, the author of "Deadl Tattoo," which will be CBSeen on "Climax" Thurs., May 1 and wh penned "Blackboard Jungle" under the pseudonym of Evan Hunter, wi have a new novel published in six weeks titled, "Strangers When W Meet." . . . Walt Framer Prod. used Bill Nimmo's versatile emcee talen for the kine of his forthcoming audience-participation CBS-teleseries "Fo Love Or Money." . . . Bing Crosby & Associates are almost at the pu chase point in the KTVR-Channel 2, (Denver) deal. Station is reporte in financial straits but the Crosby magic can change the picture. . .

☆ ☆ ☆

The release of the Magna Theatre Corp.-20th Century-Fox hit "Sout Pacific," has brought to the attention of TV producers the name of hanc some Bill Tabbert, who created the role of "Lt. Cable" in the origin Broadway Production. His thrilling trilling of the "S. P. Songs" wi feature many a radio and TV program during the lengthy stay the pic ture will have on Broadway. . . . John Joseph Cole, new prexy of Guil Films, at the age of 34 is the youngest to head a major TV firm. Brok into TVia KCMO (Kansas City). . . . Meredith ("Music Man") Willso is doing the score of a new musical comedy TV Spectacular, "Little Lor Fauntleroy" starring Eddie Hodges which he'll co-produce with Frankli Lacy. . . . Bill Frawley, who introdueed the Ernie Burnett-Geo. Morto standard, "Melancholy Baby" in vaude 40 years ago, will sing it o "Lucy Goes To Sun Valley," CBStint Mon., April 14. Incidentally Bi recorded it for Dot in a new album, "Bill Frawley Sings the Old Ones.

Mort Abrahams Heads New NTA Department

The establishment of a new division of National Telefilm Associates—the creative programming department—to be headed by Mort Abrahams has been announced by Oliver A. Unger, NTA president, who stated that the new department will concentrate on the development of "unusual concepts in the field of both live and filmed programs."

Abrahams comes to NTA from NBC-TV, where he had a long list of credits, including the "Suspicion" series, the "Producers' Showcase" and many others.

Additionally, NTA has disclosed that James B. F. Boyce has joined the NTA Film Network as Eastern station relations manager under Robert A. Schmid, vice-president in charge of station relations. Boyce was formerly associated with Young & Rubicam and the American Broadcasting Co.

Ommerle, Dann Named To CBS-TV Positions

Hubbell Robinson, Jr., CBS Television executive vice-president in charge of network programs, announced yesterday that effective immediately Harry C. Ommerle has been named vice-president in charge of network programs. He will be responsible for all program activities on both coasts, and will report to Robinson.

At the same time, Robinson announced that Michael Dann has been named vice-president in charge of network programs, New York, reporting to Ommerle. Dann, who is president of Henry Jaffe Enterprises, begins his new duties on March 31.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 60 NEW YORK, U.S.A., THURSDAY, MARCH 27, 1958 TEN CENTS

Academy Awards for 1958

BEST PICTURE

"The Bridge on the River Kwai," a Horizon Picture, Columbia, Sam Spiegel, producer.

BEST PERFORMANCES

Actor—Alec Guinness in "The Bridge on the River Kwai," Columbia.
Actress—Joanne Woodward in "Three Faces of Eve," 20th Century-Fox.
Supporting Actor—Red Buttons in "Sayonara," Warner Brothers.
Supporting Actress—Miyoshi Umeki in "Sayonara," Warner Brothers.

BEST DIRECTION

David Lean, for "The Bridge on the River Kwai," Columbia.

BEST WRITING

Screenplay—Pierre Boulle, for "The Bridge on the River Kwai," Columbia.
Story and Screenplay—George Wells, for "Designing Women," M-G-M.

BEST ART DIRECTION

Ted Haworth, for "Sayonara," Warner Brothers. Set director: Robert Priestly.

BEST CINEMATOGRAPHY

Jack Hildyard, for "The Bridge on the River Kwai," Columbia.

BEST COSTUME DESIGNS

Orry Kelly, for "Les Girls," M-G-M.

BEST FILM EDITING

Peter Taylor, for "The Bridge on the River Kwai," Columbia.

BEST SOUND RECORDING

"Sayonara," Warner Brothers Studio Sound Department, William A. Mueller, Sound Director.

BEST MUSICAL ACHIEVEMENTS

Most Effective Musical Scoring—Malcolm Arnold, for "The Bridge on the River Kwai," Columbia.
Song—James Van Heusen for the music, and Sammy Cahn for the lyrics of "All the Way," from "The Joker Is Wild," Paramount.

SPECIAL EFFECTS

"The Enemy Below," 20th Century-Fox, Walter Rossi (Sound Effects).

BEST DOCUMENTARIES

"Albert Schweitzer," Hill and Anderson-Louis de Rochemont Associates, Jerome Hill, Producer.

BEST SHORT SUBJECTS

Cartoon (3,000 feet or less)—"Birds Anonymous," Warner Brothers, Edward Selzer, Producer.
Live Action Subject (3,000 feet or less)—"The Wetback Hound," Walt Disney-Buena Vista. Larry Lansburgh, Producer.

BEST FOREIGN LANGUAGE FILM

"The Nights of Cabiria," Dino De Laurentiis Production. (Italy)

Called Finest in 30-Year History

Industry's Academy Show Hailed as Best

On TV-Radio, No Commercials; Reflects Hollywood's Primacy in Entertainment

By WILLIAM R. WEAVER

HOLLYWOOD, March 26—The first industry-sponsored Academy Awards presentation proved tonight, at a cost fixed by producer Jerry Wald at $850,000, that Hollywood is by all standards this world's best entertainment provider.

Simulcast over the NBC television and radio networks without commercials of any kind, the Awards show was far and away the biggest, finest and most enjoyable in the event's 30-year history, according to the clearly manifested approval of the audience that witnessed the

(*Continued on page 2*)



Jerry Wald

'Oscar' Show a Model Of TV Public Service

By TOM KENNEDY

The motion picture industry last night lighted up video tubes in the receivers at homes up, down and across the U. S. and Canada with a parade of glamor names in the presentation of the 30th Annual Academy Awards. For the first time in the history of the Academy, the industry itself presented the Awards show as "a public service" whose sponsors were the producers, distributors and theatre owners.

Advance estimates of the number of viewers of the show were set at 80,000,000 by NBC and COMPO. The entire show, which ran for an hour and 45 minutes was uninterrupted by commercials, save for station breaks in which the announcement that the industry was presenting the show was repeated.

The entire show was based on the dramatic principle that advance interest in the winners among nominees automatically focussed audience attention. As in the past, the presentations of the principal awards had the buildup of pointed announcement of outstanding stars who would make the presentation.

There were more than 70 marquee names involved in the presentations.

Only time will tell whether this blockbuster of a movie glamor parade will prove up to the great expectations of the industry whose sponsorship of the event marks the start of an all-industry business building campaign.

Fight Telecast Gross Sets All-Time Record

The theatre telecast of the Robinson-Basilio middleweight championship fight Tuesday night set an all-time record gross for such closed-circuit TV showings when it brought in well over $1,000,000, officials of TelePrompTer Corp. said here yesterday. The final tabulation is expected to be ready today. The fight was shown in 174 locations, including in some cases civic auditoriums and

(*Continued on page 6*)

In Today's Daily

Stellings Hits Doom Prophets—page 3
TOA Holds Ticket-Selling Forum—page 3
Goldenson Notes Business Rebound—page 3
Television Today—page 6

PERSONAL MENTION

LIGE BRIEN, United Artists director of special events, will return to New York today from the Coast.

•

PAUL ROSS, supervisor of the "Henry V" campaign for Rank Film Distributors of America, has arrived in Dayton, O., from New York.

•

ORSON WELLES will arrive in New York next Wednesday from Hollywood.

•

MARCEL HELLMAN, a director of Excelsior Film Productions, Ltd., will return to London from New York on Saturday via B.O.A.C.

•

PIER ANGELI will arrive in New York tomorrow from the Coast.

•

PAUL ANKA, Canadian actor, returned to New York from London yesterday via B.O.A.C.

Mirisch Still Seeking Independent Producers

From THE DAILY Bureau

HOLLYWOOD, March 26—Harold Mirisch, president of the Mirisch Co., today announced that the joint-venture policy, under which five deals already have been concluded, is continuingly open to other independent producers with appropriate properties. He said:

"Our door is wide open for discussion. We will have over $8,000,000 invested in six features before the year's end, and we are looking to 1959 and beyond for additional joint ventures."

Mirisch said the policy comes within the framework of the company's distribution contract with United Artists.

Montreal to Dine Hope As 'Paris' Bows Apr. 3

Bob Hope's "Paris Holiday" will open at the Capitol Theatre, Montreal, on April 3, William J. Heineman, vice-president in charge of distribution for United Artists, has disclosed. All receipts will go to the Canadian Cancer Society, which is sponsoring the premiere.

The showing of the film will be preceded by a dinner in honor of Hope at Ritz Carlton Hotel under the patronage of Hon. Onesime Gagnon, Lieutenant Governor of the Province of Quebec.

Academy Gives Finest Show

(*Continued from page* 1)

ceremonies in person at the Pantages Theatre.

Regarding the Awards, individual honors can be said to have gone to Columbia Pictures' "The Bridge on the River Kwai," judged the best picture of the year. In addition to the top actor award, which went to Alec Guinness, star of the film, the picture was honored for best direction, screenplay, cinematography, editing and musical scoring.

Four firsts went to Warner Brothers' "Sayonara." In addition to Red Buttons having been judged the best actor in a supporting role and Miyoshi Umeki best actress in the same category, the film's art direction and sound recording were judged as best of the year.

Bob Hope a Hit

Of the several prominent "masters of ceremonies," Bob Hope got probably the best laughs of the many heard during the evening. Referring to the absence of commercials on the show, Hope told how "all the United States is tuned to this program, and it has the citizenry much confused. Nobody knows what to rush down to the corner and buy."

"This show," Hope added, "has more stars on it than any program to date. And all this talent has been given for free. That shows," said the comedian "that this film industry is not afraid—it's off its rocker."

Production by Jerry Wald, employing five masters of ceremonies and more than 70 top-echelon stars, many never seen heretofore on television, was easily the most colorful, swift-moving and smoothly-coordinated presentation of the program ever staged, on or off television and radio.

Called Worthy of Ziegfeld

Packed into its 105 minutes were humor, song, spectacle and glamour, surpassing, in modern equivalent, the late Florenz Ziegfeld's "Follies" when "Follies" were at their peak. Totally free of commercial connotation, even in president George Seaton's crisply spoken one-minute address of welcome, the program beamed to an estimated quarter-billion viewers and listeners, set the highest standard yet established for television to measure up to.

Wald's $850,000 figure does not include the costs of costuming, make-up, rehearsal or other expenses borne individually by participants in the program. Wald said the cost, if it were possible to have assembled this cast on any "pay" basis, would have been in excess of two million dollars.

The NBC-estimated audience of 70 to 80 millions compares with the estimated 58,000,000 which watched last year's Academy Awards program, the largest for the event up to then. The increase is attributed by the network officials to the star names on the program and to the fact that there were no commercials on the one hour and 45-minute program. It is generally regarded as having had the most stars ever to appear on a single TV program.

The actual Trendex and Nielsen ratings will not be available until tomorrow. The program was carried on 178 stations, of which 171 had no station breaks.

This year's awards, 30th in the Academy history, represented, as nominations had represented for the first time, voting by academy members only.

Award winners are listed on the front page of this edition.

Theatres Were Empty Last Night—By Design

While most of the nation looked at Hollywood on the television screen last night, those looking at theatre screens probably were the fewest in numbers for any night in modern years, industry observers believe.

The expectation is, naturally, that some of the glamor, excitement and publicity of the first industry-sponsored Academy Awards telecast was communicated to the record TV audience and will be drawn to theatres in the weeks and months ahead in numbers sufficiently large enough not only to overcome last night's loss of theatre patronage but to make sizeable gains possible for a long time to come, as well.

It was estimated that several thousand theatres closed for the night so as not to compete with the Academy Awards program for public attention. Other thousands of theatres advertised the TV program on their screens and in their lobbies and on their marquees. In addition, many theatres in the Eastern time zone rearranged their programs in order to have their last show end at 10 P.M., thus permitting their patrons either to return to their homes in time to view the telecast.

Most of the closings of theatres for the night were in the West, where the telecast began at 7:30 P.M. Pacific time, and at 8:30 P.M. Mountain time. It began at 9:30 P.M. in the Midwest. Many Chicago suburban houses closed. With the start at 10:30 in the East, the telecast lost some substantial part of both its rural and metropolitan audiences comprised of early-risers. It was not concluded in the East until 12:15 A.M. this morning.

Coffee on House (Reade) For Watching 'Oscar' TV

Special to THE DAILY

ALBANY, March 26 — Wh newspaper advertisements by many the leading circuit theatres in t area suggested tuning in the Acade Awards telecast tonight, the Wal Reade Community Theatre in Kin ston—scheduling "A Farewell Arms"—had a different setup.

It promised free coffee during t program to patrons viewing the te cast on sets installed on the sta and in the lobby.

Reade's Kingston in Kingston, t minated its screen show at 10:15, customers viewing of the Hollywo origination over sets on the stage.

Wilde Vice-President Of Whitney Pictures

From THE DAILY Bureau

HOLLYWOOD, March 26 — C. Whitney today announced the a pointment of Arthur L. Wilde as ge eral vice-president of C. V. Whitn Pictures, Inc., in connection with e tensive changes in policies, metho and programming of films.

Wilde, former public relations rector for the company, was given t new post, according to Whitney, the course of a "general reorganiz tion of personnel and policy now process due, mainly, to the fort coming presentation of new came techniques developed by Whitn Pictures over the past three years."

'Pacific' Shows Double

Performances of "South Pacific" the Criterion Theatre here will doubled from 10 to 20 showings du ing Easter Week, Apr. 7 through 1 the theatre has announced.

In addition to daily evening pe formances, the film will be show each morning except Sunday at A.M. Matinee performances at 2: P.M. have also been scheduled f each of the holiday days.

WB Dividend Declared

The board of directors of Warn Brothers Pictures, at a special meeti here yesterday, declared a dividend 30 cents per share on the comm stock of the company payable May to stockholders of record on Apr. 1 1958.

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YOU GET 'EM RIGHT
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OA Officers to Implement ust Plan 'Very Shortly'

Special to THE DAILY

SAN FRANCISCO, March 26—Offi- rs of Theatre Owners of America ll get together "very shortly" to im- ement their plans to organize an hibitors' trust to purchase post-'48 ms from distributors, Ernest G. Stel- gs, TOA president reported here day. He said that TOA will attempt set up meetings with distributors on e subject as soon as possible.

Stellings read the resolution on the n adopted by the TOA board on esday to the first session of the ive-in convention today.

icket-Selling Forum t Drive-in Convention

Special to THE DAILY

SAN FRANCISCO, March 26 — eatre Owners of America launched ticket-selling forum in which ex- bitors will exchange ideas on suc- ssful promotional stunts at the first ternoon session of the drive-in con- ntion here today. Acting as mod- ator of the forum was Sumner Red- ne, vice-president of the Redstone ive-In Theatres, Boston. The con- ntion is being held at the Mark pkins Hotel and continues through norrow.

Promotional Plans Outlined

The first speaker today was Harold eld of the Pioneer Theatres Corp., Louis, whose subject was "Re- ening Your Drive-In with a Bang." e described several inexpensive hemes his circuit has developed to t out as large crowds as possible on ve-in reopening nights in the ring.

One idea outlined by Field was e scheduling of a benefit for local H clubs. Another was a "radio rty night," in which a local radio tion "bought out" the drive-in on special evening in exchange for ing a specified number of free an- uncements on the reopening of the eatre over the air.

ilm Review Board sked by Exhibitor

Special to THE DAILY

MILWAUKEE, March 26 — Fred- ck Whiteley, operator of the Grand heatre, in South Milwaukee, has of- ed to let the city mayor appoint a izen's board to review in advance e pictures he books at his theatre. any of the films shown at the house e reported to be advertised "for ults only."

Mayor Doubts Legality of Closure

William Atkinson, the mayor, and rious members of the common coun- have received letters from the uth Milwaukee unit of the Knights Columbus demanding the closing the Grand. The mayor has replied at the theatre cannot be shut down gally.

Prophets of Industry Doom Now Out-of-Date: Stellings

Special to THE DAILY

SAN FRANCISCO, March 26—Prophets of doom for the motion picture industry are "no longer fashionable" since the outlook for the future is now optimistic, Ernest G. Stellings, president of Theatre Owners of America, said at the opening session of the organization's first drive-in convention at the Mark Hopkins Hotel here today.



Ernest Stellings

Stellings reported to the convention delegates on discussions held by TOA's board of directors and executive committee, which met here on Monday and Tuesday. The board "took stock of where the industry stands today," Stellings told the convention, and found that "tremendous progress" has been made in many vital areas.

Cites Progress, Step by Step

Stellings outlined the progress as follows:

Pay-television has been "effectively stymied, if not killed." This he credited to the decision of the FCC to call off its proposed tests until Congress can study legislation to control if not ban the medium and to the growth of bills in Congress to stop toll-TV.

The business-building campaign has finally emerged "as a unified positive all-industry effort to sell theatre tickets." Stellings urged the delegates to send in pledges of their contributions to the campaign promptly. Brochures containing the pledges will be in the mails in a few days, he said.

Distributor after distributor has pledged himself against the sale of any of his post-1948 film library to television. "For the moment at least," Stellings commented, "we have stopped this flow to TV."

Hails Product Pledges

Production chief after production chief has pledged an orderly flow of product and committed his studio to a production schedule which will assure theatres in the latter part of this year and well into 1959 "an outpouring of more than 105 big pictures from the majors alone."

Steps have also been taken to curb misleading advertising on television, "the kind some stations are using to give the impression they have 'first-run' films."

While progress has been made, "I wouldn't be so naive to say we have solved our problems," Stellings then pointed out. "Constant vigilance is necessary," he declared.

International Group Supports AFM Strike

The International Federation of Musicians has informed the American Federation of Musicians that its members have pledged not to assist U.S. motion picture companies attempting to score music for films in Europe.

The A. F. of M. called a strike against the major studios five weeks ago after failing to reach agreement on a new contract.

Among the countries aligned with the International Federation of Musicians are England, France, Austria, Italy, Germany, Spain, the Netherlands, Denmark and Sweden. Musicians' labor organizations in England and France had previously indicated they would not take "black work"—scoring pictures sent there to circumvent the Hollywood strike.

Called 'Basic Strike Strategy'

An A.F. of M. spokesman conceded that this was the basic strike strategy being followed. He said it is believed that the countries which have promised cooperation represent most of the world's professional music talent capable of doing music scores for Hollywood films.

The few countries not represented by the International Federation of Musicians don't have the kind of talent needed to do the job, he said.

If this strategy prevents the major producers from obtaining music scores for their pictures, it is to be preferred to establishing picket lines at the studios, "which only makes the other unions sore," one union official observed.

In another action yesterday the local A.F. of M. office reported that the International Confederation of Free Trade Unions, at a meeting in Brussels on Monday, sent a telegram to the Hollywood musicians expressing their "good wishes" for a successful outcome to the strike.

Walter Reade Drive Set by Continental

Continental Distributing, Inc., will launch a Walter Reade sales and collection drive in honor of its chairman of the board, it was announced here yesterday by Carl Peppercorn, general sales manager. The drive will cover a three-month period, April 1 through June 30, during which time Continental will put into effect an incentive plan based on net collections, with substantial prize money added, for their sales representatives in the field.

The first month of the drive is being conducted concurrently with, and as part of, the 50th golden anniversary of Walter Reade, Inc., which started on March 22 and continues through April 26.

AB-PT's '58 Theatre Gross Is on Rebound

A substantial rebound in theatre business at the turn of 1958 and improvement in the ABC television operations in the fourth quarter of 1957 were noted yesterday by Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., in his annual report to stockholders.

Goldenson said that the gross income for AB-PT was at a record level in 1957 at $215,877,000, which compares with $206,916,000 in 1956. Income from the ABC division for 1957 was up to $109,393,000 from $98,759,000 in 1956; while theatre income in 1957 was $95,280,000 against $100,565,000 in 1956.

Calls Film Quality High

The upturn in theatre business this year resulted from the showing of a number of top film attractions, Goldenson commented. "The theatre-going public, more selective than in the past, will respond in great numbers to good motion picture entertainment," he added.

At the year end AB-PT operated through subsidiaries 537 theatres, of which 276 were owned in fee and 261 were leased. This compares with 573 which were in operation at the end of 1956.

Net operating earnings after taxes were $4,900,000 or $1.10 per share in 1957 against $7,735,000 or $1.78 per share in 1956. An additional $742,000 or 18 cents a share from capital gains was reported in 1956. Earnings were lower than in the prior year due to restricted return from the ABC division for the first nine months of the year coupled with the decline in the motion picture theatre industry in the fourth quarter, Goldenson pointed out.

The gross income peak in 1957 was largely due to an increase in ABC television volume which, in turn, reflected the improved and enlarged television programming structure.

'Mother India' Sets Mark

HOLLYWOOD, March 26. — "Mother India," winner of the fifth Asian Film Festival and nominee for best foreign language film in the Academy Awards today, is the highest grosser in the history of the India film industry, it was reported here by its producer, Mehboob Khan, at a special press interview in the Beverly Hills Hotel.

The film cost the equivalent of a half million American dollars, grossed the equivalent two and one-quarter million dollars in 20 weeks at 64 theatres, Khan disclosed.

Prime Minister Nehru issued a request that all entertainment taxes obtained in Bombay on the film be turned over to producer Khan for his outstanding production.

A Stat

GENERAL FEDERATI

the largest women's organization in the wo

CON

"A FAREWE

One of the truly great pictures of all time is David O. Selznick's re-make of "A Farewell To Arms." This epic movie, starring Jennifer Jones, Rock Hudson and Vittorio De Sica, is superlative in every facet of production, from the exquisite photography of Alpine peaks, a stormy sea, terrorized troops in retreat, to the finished acting of the stars . . .

Ben Hecht is responsible for the screen adaptation of the novel, and in his customary uncompromising manner of writing, achieved a vib dramatic, exciting, poignant screen play th beautful and touching . . .

Jennifer Jones as the British girl who a child for her American soldier registers of the screen's outstanding performances ir labor scene at the hospital and her death sh thereafter. Rock Hudson ensures his ca through this picture, as the screen's top-ra leading man. There is great conviction t

★

ALL HA

LIFE MAGAZINE (17-page s

HEDDA HOPPER: *"The greatest picture of the year."*
ED SULLIVAN: *"A blockbuster that rivals 'Gone with the Wi*
DOROTHY KILGALLEN: *"Great, wonderful. Recommend to*
GOOD HOUSEKEEPING: *"Picture of the Month."*

NATIONAL BOARD OF REVIE

THIS STATEMENT IS AVA
NATIONAL SCREEN IN A SPECIAL 40

t by the

OF WOMEN'S CLUBS

rough the official publication, "Clubwoman,"

IING

TO ARMS"

ng. As usual, Vittorio De Sica responds to the natic demands and portrays with great finesse ustic medico who takes lightly his amours. The movie is superb fare in every facet of luction and well worth the price of admission ly to view the gorgeous mountain scenes and lain so thrillingly exhibited by the color and ema-Scope, pointed up by the fine music. The picture is also a great credit to Director rles Vidor, long recognized in Hollywood for his remarkable ability to handle huge groups of people—in this instance, armies on the march, on retreat, in battle—as well as the delicate scenes of a small boy on a street.

"A Farewell To Arms" will undoubtedly be a tremendous success, possibly greater, even, than Selznick's "Gone With The Wind." This is a wonderful contribution to the screen that you should see.

★

EWELL":

One of the year's blockbusters."

UELLA O. PARSONS: *"The best of Selznick."*

ALTER WINCHELL: *"I could see it twice."*

EDBOOK: *"Picture of the Month.'*

SMOPOLITAN: *"Picture of the Month."*

of the 10 best pictures of the year."

O ALL EXHIBITORS FROM
W-UP FOR ADVANCE LOBBY DISPLAY.

Television Today

Fight-TV Gross Sets Mark

(*Continued from page* 1)

drive-in theatres, in a total of 133 U. S. and seven Canadian cities.

The previous network high for a closed-circuit fight telecast was set in 1955 by the Marciano-Moore bout, which grossed approximately $1,000,000. Seating capacity Tuesday night was reported at 507,000, which, however, was not a record, falling short of the 509,000 potential assembled by Theatre Network Television for the Robinson-Basilio bout in 1957.

$275,000 in N. Y. Area

In the New York area circuit officials were extremely pleased with results of the latest Robinson-Basilio bout, with all but one of the 20 theatres showing it reporting a complete sellout of seats. The exception was Loew's 35 Drive-In Theatre in Hazlett, N. J., where inclement weather was blamed for the under-capacity turnout. The total gross in the New York area was reported at about $275,000.

Reports received by MOTION PICTURE DAILY from other parts of the country served to confirm the contention that this was the most successful theatre telecast to date. Capacity or near-capacity sales were the rule everywhere. These individual reports are printed herewith.

UA Ordered 850 Prints

Meanwhile United Artists late yesterday was rushing prints of its theatre version of the fight to all domestic exchange cities. UA ordered a record total of 850 prints of the film, which were ready in time for openings at a few theatres on Broadway last night.

Indications are a return match will be arranged for some time next summer, probably in New York. Had Robinson lost this time, public interest in a return bout would have been nil.

Tuesday night's bout was the tenth for closed circuit TV. The pioneering work was done by Nate Halpern's Theatre Network Television. Whether he will bid for the return bout next summer was not known yesterday. For this week's bout, TelePrompTer guaranteed $275,000 to the promoter, the International Boxing Club. Each fighter got 30 per cent of the TV money, leaving the exhibitors (or arenas) and TelePrompTer to divide the remainder.

Non-Theatre Outlets Used

TelePrompTer had guaranteed 500,000 seats at least for the TV rights. It fulfilled the guarantee but only by bringing non-theatre outlets in for the first time. Fight arenas in many cities were added for their large seating capacity. For example, Cow Palace in San Francisco, had a four-sided theatre TV screen and seats for 16,000. The crowd at closed circuit fight telecasts, as has been noted on previous occasions, is not a theatre crowd; it is a fight crowd.

There were the usual reports of failure of some of the equipment and unsatisfactory screen lighting for the closed circuit telecasts but the fans appeared to be satisfied on the whole with the fight going the 15-round limit and providing plenty of action.

WASHINGTON, D.C. — It was standing room only for the Basilio-Robinson fight telecast at the three theatres playing it here. Loew's Capitol grossed about $14,000; Keith's, $7,000; and the Lincoln, $5,000.

BALTIMORE — The fight telecast was shown at two theatres here; one, the Stanley, played to near-capacity of its 2,700 seats. The other, Century, with 3,000 seats, was only one-third filled. Both theatres had a $4 general admission.

MEMPHIS — A total of 1,375 persons attend the Robinson-Basilio fight telecast at the Ellis Auditorium here, paying $3.50 and $4.50 for tickets.

COLUMBUS, Ohio — The RKO Palace here had a capacity house of 3,000 for the fight telecast.

MILWAUKEE — Local exhibitors called the Basilio-Robinson bout the best closed-circuit telecast here yet. Both the Warner and Riverside Theatres played to packed houses with admissions at $3.30.

KANSAS CITY, Mo. — Management of Loew's Midland Theatre here was "delighted" with the large audience drawn to the fight telecast.

ATLANTA—Capacity business was reported at Loew's Grand here for the closed-circuit fight telecast. The picture was clear and the sound good, observers reported.

CLEVELAND, Ohio — Managers of the Hippodrome Allen and Loew's State Theatre reported a sell-out for the fight telecast with attendance approximately 10,000—the best yet for closed-circuit TV bouts here.

SAN FRANCISCO, March 26 — No appreciable dent in box-office receipts was felt in San Francisco film theatres Tuesday night in spite of more than $50,000 spent by boxing enthusiasts to watch Ray Robinson win back his crown from Carmen Basilio on closed TV circuits. As to the effect on the film business generally, exhibitors said their attendances were slightly better than if the fight had been shown on free TV in the homes.

Dickinson Favors N.Y. State Arts Council

Special to THE DAILY

ALBANY, N. Y., March 26 — Commending the Mitchell-Kassal-Douglas bill for a state arts council to sponsor, promote and provide direct financial assistance to the performing and fine arts, State Department of Commerce Commissioner Edward T. Dickinson has stated that he hopes it would receive favorable consideration from the legislature, for its potential impact on commerce in New York State.

Dickinson, in a letter to Assemblyman Bentley Kassal, Manhattan Democrat wrote that for some time the Commerce Department has been giving "considerable attention to the retention and growth of the important television industry in New York State."

A main advantage has been "the fact New York is the principal American center of talent in the performing arts," Dickinson continued.

Dickinson commented, faced with "active and well financed competition, this industry—one which contributes materially in taxes and employment—New York cannot stand still and take for granted it will always be the center of artistic talent, unless practical efforts are made to maintain the atmosphere in which such talent is trained, matures and thrives."

Hope, UA Sign for 'Alias Jesse James'

From THE DAILY Bureau

HOLLYWOOD, March 26. — Bob Hope will start filming "Alias Jesse James" in July for United Artists, the comedian told the press on his return from a trip to Russia at the NBC Burbank studios.

Hope said negotiations are on with USSR for purchase of his UA production, "Paris Holiday," and reported the Russian government as definitely buying Paramount's "War and Peace."

Footage obtained in Russia by Hope for his April 5 telecast, has been subjected to regulatory "processing" by Russia laboratory technicians.

Television Is Included In Albany Ad Measure

Special to THE DAILY

ALBANY, N. Y., March 26. — The Senate today passed an Assembly-approved bill, amending the penal law to include advertising "over any television channel" in the present provisions prohibiting misleading advertisements of merchandise, securities, service or loan.

Rank Makes Changes

F. O. C. (Peter) Pawsey, head of 16mm and television sales for J. Arthur Rank Overseas Film Distributors, has been named branch manager in Trinidad for the Rank Organization. Pawsey succeeds Terry Lindner, who has been appointed head of Rank's distributing company in Brazil, following the resignation of E. J. Cowan.

Says Musicals Nee Special Handling

By FLOYD STONE

It was *his* own idea to permeate country with the music of "Gigi," play it in New York first at a s theatre as a legitimate show bec to him it is a legitimate show, it'll draw more people playing slo and achieve renown before going the road, producer Arthur Freed yesterday at the M-G-M office. He' town to talk next week with presi Joseph Vogel, about this picture perhaps more.

As a musical man (he's made al 35) he said he could talk about t with some authority. Despite w he said are reports, they do as in Europe as here: it depends quality. To find, assemble, and correctly actors who are singers perhaps dancers, composers, and pecially librettists, is the difficu and the success. Costs of course t days are conceded. He doesn't prove of dubbing where a perfor has no voice; "you can't cheat."

Likes Those Hard Tickets

He's dedicated to the "h ticket"; too many pictures are " ting lost," going from Broadway a a month, to Main Street for weeks, and then into outer sp "And that's with the original c not the road company," he c mented.

His company for "Gigi" is Art Freed Productions, M-G-M finan it nearly completely, and corporat it makes him an M-G-M partner, commented. He said his deal curre is for four pictures over three ye "Silk Stockings," which did "fa was his first.

Considers Judy Indispensable

He intends to make "Bells Ringing," and is waiting for J Holliday, for whom he said there be no substitute, and the end of Broadway play run. And also will e ploy director Vincente Minnelli. has several properties in mind a many conversations to go with co posers Frederick Loewe and A Lerner on a project utilizing th unique talents. His favorite musi he said, appearing to consider question carefully, is "Gigi."

Correction

Herman Starr, vice-president Warner Bros., despite the similar of names, age and background, is the Herman Starr, president of P tura Films Corp., who died here t week. MOTION PICTURE DAILY in vertently reported yesterday that latter had joined the old Vitagra Co. in 1920, whereas that was date the Warner Bros. vice-presid had joined the company and beca active in its music publishing subsi aries.

The late Pictura Films presid joined Vitagraph at a later date was not associated with the War music firms.



Great date!

What a thrill! A thrill to get away from daytime chores—to get away from the sight and sound and feel of too-familiar things. What a thrill to be among people—to laugh and cry with them—yet be entirely apart! To be someone else, *somewhere else*—even for a little while!

These are thrills motion pictures can bring—thrills pictures will keep on bringing as long as people are people—and pictures keep up their standards in story and production.

To aid the industry in keeping abreast of its varied problems, Kodak maintains the Eastman Technical Service for Motion Picture Film . . . provides Eastman Motion Picture Film, color and black-and-white, for every purpose. Offices at strategic centers.

Motion Picture Film Department
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A UA EXCLUSIVE!

SUGAR RAY ROBINSON

Beats

CARMEN BASILIO

HIGHLIGHTS OF THE WORLD'S MIDDLEWEIGHT CHAMPIONSHIP FIGHT!

2 GREAT REELS . . .

ACTION THRILLS IN S-L-O-W M-O-T-I-O-N!

"Matched their first clash for grueling action and savage exchanges"

—Joseph C. Nichols, N. Y. Times

"A crowd-thriller all the way!"

—Leonard Lewin, N. Y. Mirror

Press Sheet, Trailer and Accessories Available at Your National Screen Exchange

TELEPHONE YOUR UA EXCHANGE IMMEDIATELY!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 61 NEW YORK, U.S.A., FRIDAY, MARCH 28, 1958 TEN CENTS

Shifts Policy

Columbia to Emphasize Independents

Company Heads Complete Reorganization of Studio

From THE DAILY Bureau

HOLLYWOOD, March 27 — The majority of the product of Columbia Pictures will in future be produced by independents to be financed by the company, Abe Schneider, president, said in a major policy statement issued here today. Columbia itself will make only a limited number of productions, he added.

Schneider said that the policy, which was determined after discussions with Harry Cohn prior to his death, will "necessarily require some changes in the studio organization,

(*Continued on page 7*)

Columbia Top Sales Executives to Meet

Columbia Pictures will convene a meeting of its top sales executives in the United States and Canada in New York on Monday, it was announced yesterday by general sales manager Rube Jackter. Heading the

(*Continued on page 7*)

Fight Film Called Fast Moving Show

The classic Robinson-Basilio bout for the world's middleweight championship in Chicago Tuesday night has been recorded for sports fans in a fast moving, tightly edited film released by United Artists. Produced by Leslie Winik, with narration

(*Continued on page 7*)

Television Today Page 7

Fox Annual Earnings Up

Twentieth Century-Fox had consolidated earnings of $6,511,218 for the year ended Dec. 28, 1957, the company reported yesterday. This compares with $6,198,419 for the previous fiscal year of 1956.

The 1957 earnings amounted to $2.49 per share on the 2,617,486 shares of common stock outstanding, as compared with $2.34 per share on the 2,644,486 shares in 1956.

For the fourth quarter ended Dec. 28, 1957, 20th-Fox earnings amounted

(*Continued on page 6*)

Investment Trust Ready Now—Jameyson

Special to THE DAILY

SAN FRANCISCO, March 27 — Enough subscriptions have been offered to assure that the investment trust plan to buy motion picture company stocks could be "right now in the making," H. E. Jameyson, chairman of Commonwealth Theatres, told

(*Continued on page 6*)

Four Film Bills Die As N. Y. Session Ends

Special to THE DAILY

ALBANY, N. Y., March 27 — A check of records today showed that four additional bills affecting the film industry died, when the legislature adjourned last night.

The Pakula-Savarese bill passed last year but vetoed by Governor Harriman, sought to amend the labor

(*Continued on page 7*)

Wins 44.7 Trendex Rating

'Oscar' Telecast Sets TV Season Record

Public, Industry Reaction Enthusiastic; Hail Improvements Over Other Years

The tremendous popularity of the first industry-sponsored Academy Awards telecast, sans commercials, Wednesday night was attested to yesterday with the disclosure that the program had a 44.7 Trendex rating, making it the highest rated of any television program of the current season, which began last Labor Day. Of sets in use 61.5 per cent were tuned to the program.

The NBC-TV network, on whose 178 stations the program was carried, and the Council of Motion Picture Organizations expressed confidence that the industry's "spectacular" easily realized its goal of an audience of 70 millions.

The previous highest Trendex rated

(*Continued on page 7*)

Push Circuit Production

Special to THE DAILY

SAN FRANCISCO, Mar. 27. —The Theatre Owners of America will "continue to do everything in its power" to gain permission for former affiliated circuits to produce and release pictures with pre-emptive rights to show these pictures in their own theatres.

Ernest G. Stellings, TOA president,

(*Continued on page 6*)

Buy Best Equipment Now, Owners Urged

Special to THE DAILY

SAN FRANCISCO, Mar. 27.—The importance of investing in the newest and most modern equipment and of maintaining that equipment in top-notch shape, was emphasized by

(*Continued on page 6*)

N. Y. Papers Feature 'Oscar'; Critics Differ

Widespread coverage of the Academy Awards show was given by all New York City newspapers yesterday, including lengthy feature stories and the use of several cuts of the winners.

Reaction of metropolitan television

(*Continued on page 7*)

Davis Says U. K. Industry Future Hinges on Parliament Tax Action

By JAMES M. JERAULD

(Picture on Page 2)

Both the production and exhibition branches of the British motion picture industry are anxiously awaiting Parliamentary action on the entertainment (admission) tax which is scheduled for April 15.

Production plans of the J. Arthur Rank Organization are being delayed, and if the tax is not removed a "substantial number of theatres will close," said John Davis, managing director, yesterday in winding up a brief visit to Canada and the United States. He left for England by air in the early afternoon.

Davis would not venture a guess on the outcome in spite of the fact that all branches of the industry have

(*Continued on page 2*)

Screen First Soviet Film For U. S. Distributors Mon.

The first of a series of screenings of Russian pictures for American distributors interested in foreign films will get underway here on Monday morning. The Motion Picture Association is arranging the screenings as an accommodation for the U.S. Department of State and representatives of Sovexportfilm, who are currently in this country to negotiate an exchange of pictures.

The screenings will be held in various places, with the one on Monday set for 10 A.M. at the home office of Paramount Pictures. The feature will be "Quiet Flows the Don."

PERSONAL MENTION

JERRY WALD will arrive in New York on Wednesday from Hollywood.

•

SOL and LENNIE KRIM, exhibitors of Detroit, have returned there from California and Mexico. They plan to visit New York next week.

•

HAMPTON HOWARD, Wilding Pictures Productions executive, has left New York for a three-week tour of the Southern states.

•

ED SUTHERLAND, director from the time of the silent days, will leave New York today for Bermuda via B.O.A.C.

•

MRS. FRANK V. PAPALIA gave birth to a boy here this week. Father is general manager of Precision Film Laboratories.

IENE Again Will Hold Meeting in Winchendon

Special to THE DAILY

BOSTON, Mar. 27.—For the fourth consecutive year Toy Town Tavern, Winchendon, Mass., will be the 1958 site for the regional convention of Independent Exhibitors, Inc., of New England, a unit of national Allied, on Sept. 8-9.

Arrangements for the two-day affair will be handled by Edward W. Lider, president of IENE, who is general convention chairman; Richard A. Smith, vice-president of Smith Management Company, and Edwin J. Fedeli of Worcester as co-chairmen, and Carl Goldman, executive secretary of IENE as convention coordinator.

'Run' Sets Record Here

Hecht-Hill-Lancaster's "Run Silent, Run Deep" was headed late yesterday for a record opening-day total of $7,000 or better at the Victoria Theatre here, according to United Artists. This is approximately 10 per cent higher than the best first-day figure previously registered at the Broadway showcase by a United Artists release.

SAG Ballots Mailed

HOLLYWOOD, March 27. — The Screen Actors Guild today mailed ballots to the membership accompanied by a copy of the recently negotiated contract covering television-film commercials. Ballots are returnable by Apr. 10. Ratification is believed certain.



M. P. DAILY picture

John Davis' Kenneth Hargreaves, and Geoffrey Martin at Davis' conversation with the press yesterday.

U. K. Industry

(*Continued from page* 1)

been bringing pressure on individual members of Parliament for weeks.

"The decision will be political, not economic," he commented.

The Rank Organization has produced or is producing four features in the first quarter, the same number as last year for this period.

Planning Envisions 16

"What we do from now on will depend on the budget, meaning the government budget," Davis said. "We had planned for 16 this year."

British producers, distributors and exhibitors are worrying more about the tax than about television, he indicated, although that has become an important competitive factor as a result of the increase of home receivers to 12,500,000.

British producers are sticking to their agreement not to sell films to television, he said, and the Rank group is not planning to sell any more films to television in this country. He said the sale of a small number of films for TV use in this country took place three years ago before the problem became acute.

Toll-TV Not Considered

There has been no discussion of toll television in England and, in his opinion, it is a long way off.

Offer Arthur 'Octet'

Eight short subjects of George K. Arthur have been compiled into a feature-length film to be released as "Octet," it was announced here by Go Pictures, Inc. The shorts include "The Bespoke Overcoat," "On the 12th Day," "In the Dark," "The Stranger Left No Card," "Nutcracker Suite," "Martin and Gaston," "A Short Vision" and "Three Pirates Bold."

Rank Would Make More Deals Similar to RKO

John Davis, managing director of the Rank Organization, said here yesterday that his company's distribution deal signed with RKO a few days ago was simply for the physical handling of film and would apply in Great Britain and other parts of the world outside the United States. He could not say how many films would be forthcoming from RKO, but added that he had heard there were a number of pictures "in the pipeline." RKO will continue its selling organization abroad.

Not Taking Other Product

There are no plans in the Rank group for taking on other distribution arrangements, but Davis said he "would like to."

RKO is planning to finance independent producers both in the United States and abroad, but Davis said that he was not familiar with the details, as his agreement with Thomas F. O'Neil, RKO president, is simply for the physical handling of prints. RKO has not produced in England during the past three years.

Contracts have been signed for exhibition of Elmer Rhoden's Cinemiracle film, "The Windjammer," in one of the Rank London theatres.

Discusses Spanish Pact

The recently signed pact between the Rank organization and the Spanish distributing corporation, CIFESA, was mentioned. Davis said there were so many complicated factors in connection with Spanish distribution that it had been decided to let a Spanish organization handle them, because it was felt "that it was better to keep pictures showing in the market, rather than desert it."

He added that he felt that it would be good for the industry if all quota restrictions could be eliminated.

Davis Feels Rank Has Made Progress in U. S.

Asked if he was satisfied with th progress to date of the J. Arthur Ran organization in this country, Joh Davis, managing director of all th Rank enterprises, yesterday replie quickly:

"I'm never satisfied with anything

To remove the impression that h was dissatisfied, he added: "I fe as though we have made progress Replying to another question as t whether the enterprise was on a pr fitable footing, he retorted: "I don ask you how much money you a making, do I?"

O'Shea Status at RKO Now Aide to O'Neil

Daniel T. O'Shea, president of RK Radio Pictures, motion picture divisi of RKO Teleradio Pictures, has r quested and been granted a chan in status from active head of that d vision to the capacity of aide Thomas F. O'Neil, RKO Telerad president, in special negotiations, a non-exclusive basis.

O'Shea will continue to mainta his headquarters at RKO Telerad in New York.

Fox to Release Four Films in CS for April

20th Century-Fox will release fo pictures in April, all in CinemaSco headed by two holiday attractions f Easter Week, the company has a nounced.

The holiday films are "The You Lions" and "The Long, Hot Summe Also on the schedule are "Cattle E pire" and "Flaming Frontier."

Femme Slant in UA Ac

A program of "teaser" ads runni on the women's pages of seven Ne York daily newspapers is being us by United Artists to alert the femini trade to the premiere engagement Hecht-Hill-Lancaster's "Run Sile Run Deep" at the Victoria Thea here, as well as to the 312 Eas holiday dates elsewhere.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
DANNY KAYE
in "MERRY ANDREW"
co-starring PIER ANGELI
BACCALONI • NOEL PURCELL • ROBERT COOTE
In CinemaScope and METROCOLOR
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager, William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edi Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President, Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising. e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 forei Single copies, 10c.

NOW'S THE TIME TO SET WARNERS' ALL-TIME HAPPINESS-MAKER FOR JULY 4th!





NO TIME FOR SERGEANTS







IT'S THE PLAY THAT RAN FOR 3 SOLID YEARS! IT'S THE PICTURE THAT WILL RUN FOREVER!
Even happier than the book—and the book was the happiest best-seller of all!



From the same studio and the same director who gave you "Mister Roberts"!



ANDY GRIFFITH Starring in the stage role that rocketed him to fame! WITH MYRON McCORMICK · NICK ADAMS · MURRAY HAMILTON

A MERVYN LeROY PRODUCTION

SCREEN PLAY BY JOHN LEE MAHIN · DIRECTED BY MERVYN LeROY

RADIO CITY MUSIC HALL SET IT TO FOLLOW MARJORIE MORNINGSTAR!

OME AND
AUGH IT UP AT
VARNERS'
HEATRE
SCREENINGS
MARCH 31
OU'LL WANT
O TALK IT UP
VERYWHERE!

LBANY
Madison 2:00 PM
TLANTA
Rhodes 10:00 AM
BOSTON
Allston, Mass.
Copital 2:00 PM
BUFFALO
Cinema 10:30 AM
CHARLOTTE
Dilwarth 11:00 AM
CHICAGO
Century 10:30 AM
CINCINNATI
Hollywood 2:00 PM
CLEVELAND
Colony 2:00 PM
DALLAS (Tues. Apr. 1)
Palace 9:30 AM
DENVER
Ogden 1:30 PM
DES MOINES
Uptown 1:30 PM
DETROIT
World 2:00 PM
INDIANAPOLIS
Uptown 1:00 PM
JACKSONVILLE
St. Johns 9:30 AM
KANSAS CITY
Apollo 8:00 PM
LOS ANGELES
Fox Boulevard 1:30 PM
MEMPHIS
Warner 10:00 AM
MILWAUKEE
Alhambra 10:30 AM
MINNEAPOLIS
Terrace 2:00 PM
NEW HAVEN
Rager Sherman 10:15 AM
NEW ORLEANS
Tiger 8:00 PM
NEW YORK
Palace 10:00 AM
OKLAHOMA CITY
Midwest 9:30 AM
OMAHA
Dundee 1:30 PM
PHILADELPHIA
Logan 2:00 PM
PITTSBURGH
Schenley 11:00 AM
PORTLAND
21st Ave. 2:00 PM
SALT LAKE CITY
Broadway 9:30 AM
SAN FRANCISCO
Alhombra 2:00 PM
SEATTLE
Egyptian 2:00 PM
ST. LOUIS
St. Louis 10:00 AM
WASHINGTON
Ambossadar 10:15 AM

A generation ago Erich Maria Remarque's great novel of World War I, "All Quiet on the Western Front," shocked the world...and as a motion picture, won the Academy Award for Universal Studios.

Now, in this generation, Remarque has written another remarkable book, "A Time to Love and a Time to Die." To its millions of readers it has become the great love story of World War II. Again it is Universal who brings the latest of the famed author's works to the screen.



ERICH MARIA REMARQUE'S



A TIME TO
AND A TIME

a Universal-International Picture starr

co-starring JOCK MAHON

Directed by DOUGLAS SIRK · Screenpla



Universal-International
proudly announces
for Summer Release

LOVE TO DIE

HN GAVIN · LILO PULVER
ON DeFORE · KEENAN WYNN
JANNINGS · Produced by ROBERT ARTHUR

Universal International®

CINEMASCOPE in Eastman COLOR

A First Report On

(Reading Time...53 Seconds)



COLUMBIA PICTURES CORPORATION
711 FIFTH AVENUE
NEW YORK 22, N.Y.

March 24, 19

OFFICE OF
VICE PRESIDENT

Mr. Abe Schneider
Studio

Dear Abe:

I returned this morning from a flying weekend in London and the screening of Carl Foreman's first rough cut of THE KEY. Carl and Carol Reed say they have the film down now to 2 hours and 8 minutes. I can't prove it; it seemed like 20 minutes to me. I saw it without music, without sound effects, without dubbing - and it just shattered me!

The sea shots, the convoy battles, the love scenes - there isn't a false note anywhere. Carl's writing is, I think, of almost classic stature. You believe his people; you hurt with them; you're warm when they are, cold when they are - and afraid when they are. The impact of the picture lasts too. I found myself still moved, still absorbed, still thinking about it when I woke up the next morning.

I must tell you about Sophia Loren. In this picture, she really gets out of the sex-pot bit and becomes an actress. (A sexy actress, to be sure - but honest to goodness, an actress!) Bill Holden is unbelievably good; you don't realize just how good until after the picture is over and you suddenly know that his restraint and simplicity held everything together. Trevor Howard comes off like a firecracker. I can see why Zanuck gave him the lead in that African picture they are shooting.

I had brought the ads over to discuss with Carl and he is as enthusiastic about our campaign and plans as I am. He will be in New York around May 1st with the finished print and will be set for our July release. He, of course, sends his best to you and all the boys at the studio.

Abe, I don't push in my stack on many pictures, as you know. There are lots of good pictures in the market today - but still only a couple of great ones. We are very fortunate. THE BRIDGE ON THE RIVER KWAI is one of the great ones. THE KEY is another.

Kindest regards.

Sincerely,

PAUL N. LAZARUS, JR.

PNL:lgr

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 62 NEW YORK, U.S.A., MONDAY, MARCH 31, 1958 TEN CENTS

No Sub-Titles

Soviets See 12 U.S. Films In Washington

Pictures Were Approved By State Department

From THE DAILY Bureau

WASHINGTON, Mar. 30.—Soviet nion representatives, here to negotiate the sale of their films and the purchase of American motion pictures, egan intensive screening of Hollywood products this week.

The Academia, Motion Picture Association of America's private theatre, s been turned over to the Russians. he number of daily screenings, hich began with two the first day d increased to four the second day ve been stepped up to a point

(*Continued on page 2*)

Fault Cameramen On 'Oscar' Show

From THE DAILY Bureau

HOLLYWOOD, Mar. 30.—Had otion picture rather than television meramen been drawn for the ademy Awards show, a far different d better result might have appeared the TV screens of the nation, acding to professional views exssed informally here over the ekend.

Difference between motion picture

(*Continued on page 2*)

lm Council Tells WB lan to Boycott 'Jones'

From THE DAILY Bureau

HOLLYWOOD, Mar. 30.—The llywood AFL Film Council tonight nounced it is serving notice on rner Brothers that it is planning to anize a nationwide consumer boyt against "John Paul Jones," being ed in Spain by Samuel Bronston

(*Continued on page 2*)

Phillips Calls Pay Plan Fair

Charges by representatives in other amusement fields that the proposal for increasing the New York State minimum wage to $1 discriminates against them in favor of motion picture theatres were reported here Friday by John P. Phillips, executive director of the Metropolitan Motion Picture Theatres Association. Phillips appeared at the latest of a series of hearings on the recommended increase of wage standards in the amusement industry in New York State held at the N. Y. S. Office Building by Industrial Commissioner Isador Lubin.

The wage increases would also affect such other amusement industries

(*Continued on page 2*)

FCC Net Study Hearing Postponed Until Apr. 8

From THE DAILY Bureau

WASHINGTON, March 30. — The Federal Communications Commission's network study hearing, originally set to reconvene tomorrow, has been postponed until next Tuesday, April 8. At that time the remaining multiple-television-station owners will

(*Continued on page 2*)

Seattle Admission Tax On 1st 49 Cents to End

Special to THE DAILY

SEATTLE, March 30—A reduction in admission tax rates has been agreed upon by the Seattle City Council.

The city's present admission tax is one cent for each 20 cents or fraction, with no tax on admissions of 10 cents or less. Under the new proposal the tax will be 3 1/3 per cent on admissions of 50 cents or more. There will be no tax on the first 49 cents.

The existing tax would continue on admission for theatres with stage productions.

Lewis Vice-President Of Bryna Productions

From THE DAILY Bureau

HOLLYWOOD, March 30—Bryna Productions has announced the appointment of Edward Lewis as vice-president, and the addition of two members to the New York staff.

Seymour Poe joins the company as worldwide sales representative and will immediately start work with United Artists officials on release of "The Vikings."

Joseph A. Barry, former magazine editor and author, has been signed as Eastern story editor.

Seven Oscars for 'Kwai' Are Credited With Big Upswings in Grosses Everywhere

The power of "Oscar" in boosting the gross of a film was dramatically demonstrated anew at the weekend at theatres playing Columbia Pictures' "The Bridge on the River Kwai." The Sam Spiegel production won a total of seven Academy Awards, including that for "best picture."

At theatres playing the film on a roadshow basis there was a big upswing in advance sales, Columbia said. At the Palace here, for instance, where the picture is in its 15th week, sales on Thursday totaled $10,000, as compared with a previous average of $4,000. At the Egyptian, Los Angeles, and the Gary, Boston advance sales were reported ten times over the daily average.

In theatres running "Kwai" on a continuous basis, the situation was similar. At the Randolph in Philadelphia, Thursday's gross of $4,841 was double that of the same day in the previous week and ahead of the opening week's figure. The Allen in Cleveland, reported a gross of $2,690, up $1,000 from the second week. Columbia said there were similar gains in Denver, Miami, Milwaukee, St. Petersburg, and Tampa.

Official Says

SBC to Ask Drive-Ins Get Loan Rights

But Won't Seek to Relax Indoor Loan Requirements

By J. A. OTTEN

WASHINGTON, Mar. 30.—The Senate Small Business Committee will probably ask the Small Business Administration to modify its rules in order to make drive-in theatres eligible for loans.

"I don't see any reasons why drive-in theatres shouldn't be made eligible for loans," a committee official said at the weekend.

On the other hand, the committee will probably not ask the SBA to relax its loan requirements in order to make mortgage loans to four wall thetres. According to committee officials,

(*Continued on page 2*)

Arnow Will Return To Columbia Studio

Maxwell Arnow will return to Columbia Pictures' studios Wednesday in a newly created executive position, it was announced at the weekend by B. B. Kahane, administrative head of the studio.



Maxwell Arnow

Arnow was an executive with Columbia for 15 years before going to Hecht-Hill-Lancaster where he served as executive vice-president for two years. In his new post at Columbia he will function in various creative branches of production, Kahane pointed out.

1957 Academy Awards Issue—Pages 3-11

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to return to New York today from London via B.O.A.C.

•

JOHN G. MOORE, Paramount's mid-Eastern division manager, has returned to Philadelphia from New York. W. GORDON BRADLEY, Southeastern division manager, has returned to Atlanta, and EDMUND C. DEBERRY, Eastern division manager, to Boston.

•

SY GOMBERG, producer, and JACK SHER, director, arrived in New York yesterday from Hollywood.

•

JOSEPH HAZEN, business partner of Hal Wallis, has arrived on the Coast from New York.

•

BILL TRAVERS, British actor, and wife, who is the actress VIRGINIA MCKENNA, arrived in New York from London yesterday via B.O.A.C.

McClean Will Resume Embassy Stand Today

Special to THE DAILY

SAN FRANCISCO, March 30—Dan McLean, co-owner with Lee Dibble in the Embassy Theatre, resumes the witness stand tomorrow in the theatre's $8,000,000 anti-trust suit now under way here before U.S. Judge Edward P. Murphy, who is presiding over the trial without a jury. McLean took the stand at the closing weekend session after four days had been spent in hearing witnesses for the purpose of authenticating documents to be used in evidence as the litigation progresses.

FCC Network Study

(*Continued from page* 1)

take the stand for two or three days. The hearings will then adjourn until the following Tuesday, when the affiliate's committees of the three networks will appear. Their testimony will close the hearings.

Detroit Suit Settled

Special to THE DAILY

DETROIT, March 30—A pending law-suit was settled out of court here. Arthur Weisberg of the Sterling Circuit had sued all film distributors and United Detroit Theatres, seeking $75,000 in damages and day and date clearance for key runs between Sterling's Rooseville Theatre, which has been booked seven days behind UDT's competing Ramona.

SBC to Ask Drive-in Loans

(*Continued from page* 1)

major Congressional legislation would be necessary before mortgage loans could be made, and they don't see any likelihood of such legislation now.

Both of these requests--extending loan eligibility to drive-ins and relaxing four-wall theatre loan requirements—were made in a letter sent to the committee by the Theatre Owners of America. Writing for TOA, executive director Philip Harling said that the association was "dissatisfied with the practical effect" of the SBA decision made a year and a half ago to permit four-wall theatres to apply for loans. Out of more than 20,000 theatres in the country, Harling wrote, only 17 loan applications were sent to SBA. Of these, he pointed out, only four were approved, with the total amount of money loaned amounting to $50,750.

Harling maintained that a freer flow of money to permit theatres to solve their financial problems was "essential to the national welfare." The committee could "do a great deal of good" toward helping "this country out of its present economic plight" by expanding the SBA regulations to include drive-in theatres and by permitting theatres to apply for mortgage loans, he said.

The committee official said he doubted very much that hearings would be held on the TOA request. He thought, instead, that after the committee had studied the situation, it would ask SBA to "take a fresh look and re-examine and would probably recommend that drive-in theatres be made eligible for loans. He said he didn't think the committee would ask SBA to make mortgage loans available to four-wall theatres. However, he explained that SBA had already told the committee that it did not make mortgage loans to any industry and could not make an exception for theatres.

Fault Cameramen

(*Continued from page* 1)

and television techniques is assessed with partial failure to give the public a full view of sets in several scenes where secondary or background action contributed vitally to the meaning and effect of performances as viewed by the theatre audience here. Accustomed as they are to keeping the camera centered on faces in their regulation TV work, the cameramen in several cases ignored the over-all effects and full-length views that gave the theatre audience the impression that the whole world was witnessing the same big-scale production they were seeing.

The difference between motion picture and television camera techniques first came to general Hollywood attention during the 1953 world series, when eastern television cameramen gave the public an intimate acquaintanee with the interior of ball parks but never got nearer than screaming distance to players, often completely losing the ball in their rambling coverage. The Los Angeles public, long used to consummate camera coverage as perfected by cameramen trained in motion picture studios, found this fault, subsequently largely corrected, hard to put up with. Unhappily, nobody connected this background to the Awards program coverage in time to give the TV cameramen a short course in professional cinematography.

Chicago Likes 'Summer'

"The Long, Hot Summer" grossed $8,000 in its opening day at the Oriental Theatre, Chicago, it was reported here on Friday by 20th Century-Fox.

Home Office Employees Accept New Contract

Members of Home Office Employees Union, Local H-63, IATSE, late last week voted to accept an offer of the major film companies for an across-the-board weekly pay increase of $5.25.

At the union meeting the members agreed to accept the new contract, which is retroactive to Sept. 1 and will run until Dec. 31, 1959.

Schneider, Jaffe Back

Columbia Pictures' president A. Schneider and Leo Jaffee, first vice-president and treasurer, return to their home office desks today for the first time in over a month. They have been at the Hollywood studio since the death of former president Harry Cohn.

Ship 'Run' Prints

De Luxe Laboratories will this week begin delivery of the special prints for drive-in theatres ordered by Hecht-Hill-Lancaster for its United Artists release, "Run Silent, Run Deep." The prints are described as "brightened" for better-definited projection in the open-air theatres.

H. T. Shifts Zinsser

William K. Zinsser, motion picture critie of the "New York Herald Tribune," has joined the editorial page staff of that paper. Paul Beckley, for many years a writer of film and stage reviews for the "Trib," will become acting film critic.

Soviets See 1

(*Continued from page* 1)

where the negotiators saw some Hollywood films over the weekend.

An MPAA official said the pict screened have come from "an thorized list," submitted by both jor and independent studios, wh the State Department had appro Since the sound tracks are in Eng and there are no Russian sub-titles the film, an interpreter has been ing a running account of the dialo to the Russian viewers. Two So film negotiators have been presen

Russian and U.S. negotiators scheduled to meet again here a second preliminary session Tues The first meeting was held last M day.

Film Council

(*Continued from page* 1)

for Warner release. The council formal protests will be made to P ident Eisenhower and Cong against permitting U.S. Navy coop tion in the production.

The council said it will ask all bor organizations in the country withhold patronage from the pict and will bring the matter to the at tion of the Daughters of the Amer Revolution and the American Leg Said the council:

"We wonder what John Paul Jo founder of the United States N would have said about an Amer producer who runs away to a for country and takes advantage of lc wage rates to build a reproduc of Independenee Hall, and films signing of the Declaration of In pendence and other historical An can scenes abroad. No other na in the world would allow suc travesty."

A Warner Brothers spokesman tacted by MOTION PICTURE D declined comment on the Film C cil statement, but pointed out WB is not producing "John Jones," which is being independe produced, although the compan releasing it.

Pay Plan Called Fair

(*Continued from page* 1)

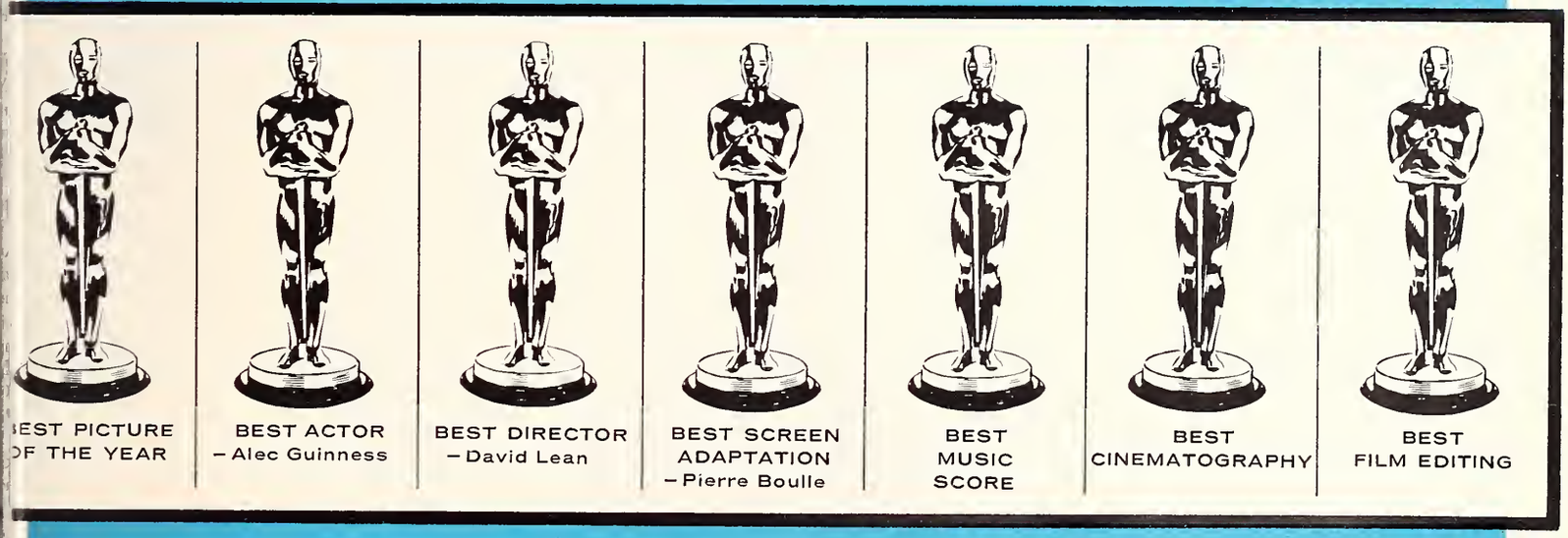
as dance halls and studios, bowlin leys, skating rinks, race tracks, an ment parks, swimming pools, Spokesmen for some of the latte serted on Friday that the wage posals favor theatres by making tain variations of the basic hourly of $1 for some types of theatre ployees.

In reply Phillips told the he that the new recommendations "simply an expansion" of pre orders where exemptions were in light of special conditions i motion picture industry.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News E Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fo Single copies, 10c.

Never before

has a picture swept the ACADEMY AWARDS simultaneously with its first coast-to-coast showings!



We're grateful to Sam Spiegel
for giving us

"THE BRIDGE ON THE RIVER KWAI"

Columbia Pictures

W. J. GERMAN, INC.

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For the Sale and Distribution

of

EASTMAN PROFESSIONAL MOTION PICTURE FILMS



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ASCAP SALUTES THE OSCAR WINNERS



ASCAP congratulates the 1957 Winners

"ALL THE WAY"

JIMMY VAN HEUSEN — SAMMY CAHN

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ASCAP Academy winners since 1934:

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1935—"Lullaby of Broadway"—Harry Warren, Al Dubin
1936—"The Way You Look Tonight"—Jerome Kern, Dorothy Fields
1937—"Sweet Leilani"—Harry Owens
1938—"Thanks for the Memory"—Ralph Ranger, Leo Robin
1939—"Over the Rainbow"—E. Y. Harburg, Harold Arlen
1940—"When You Wish Upon A Star"—Ned Washington, Leigh Harline
1941—"The Last Time I Saw Paris"—Jerome Kern, Oscar Hammerstein 2nd
1942—"White Christmas"—Irving Berlin
1943—"You'll Never Know"—Harry Warren, Mack Gordon
1944—"Swinging On A Star"—James Van Heusen, Johnny Burke
1945—"It Might As Well Be Spring"—Rodgers and Hammerstein
1946—"On the Atchison, Topeka and Santa Fe"—H. Warren, J. Mercer
1947—"Zip-A-Dee-Doo-Dah"—Allie Wrubel, Ray Gilbert
1948—"Buttons and Bows"—Jay Livingston, Ray Evans
1949—"Baby, It's Cold Outside"—Frank Loesser
1950—"Mona Lisa"—Ray Evans, Jay Livingston
1951—"In the Cool Cool Cool of the Evening"—H. Carmichael, J. Mercer
1952—"Do Not Forsake Me, Oh My Darlin' "—Dimitri Tiomkin, Ned Washington
1953—"Secret Love"—Sammy Fain, Paul Webster
1954—"Three Coins in the Fountain"—Sammy Cahn, Jule Styne
1955—"Love is a Many Splendored Thing"—Paul Francis Webster, Sammy Fain
1956—"Whatever Will Be, Will Be" ('Que Sera, Sera')—Ray Evans, Jay Livingston

the ultimate

Fame

is the Academy Awards



The Stars



Alec Guinness

for his portroyol of o British officer, in "Bridge"; o mon owkwordly stubborn, stiffly obliging, fanaticolly military, ond trogicolly wrong.



Joanne Woodward

for o tour de force in the profession of octing, o womon triply schizoid, in 20th's "Three Faces of Eve."

The Picture

"The Bridge on the River Kwai"



The Producer

af thot picture is the formerly fomous ond now redoul oble Som Spiegel. And the director, the mon pictur below, is British David Lean, of whom the some moy soid ond in "Bridge" now ochieves this country's opp ciation.

and the Director



and the Supporting Players



Red Buttons

for his role in "Sayonara" (which olsa won for best art direction ond recording), in which, supporting Morlon Brondo, he projected poignont oppeol.



Miyoshi Umeki

She gave to her role conveyonce of charm ond outhenticity, in the some picture, which helped make it a message af international understanding.

for

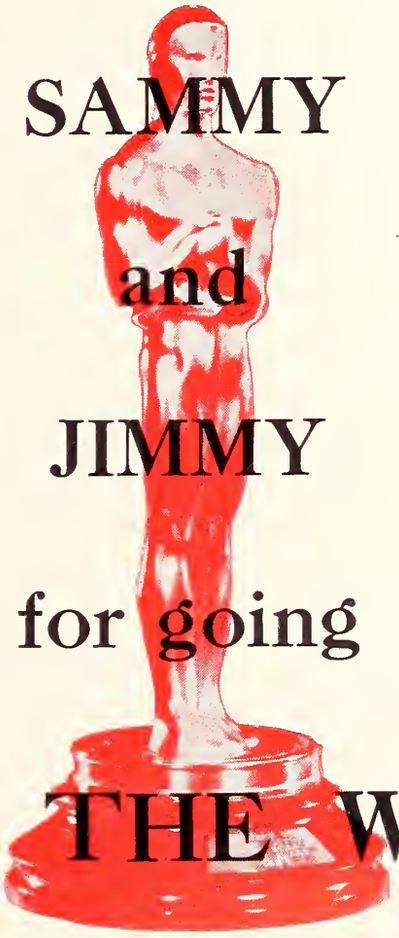
Bests

Congratulations

SAMMY

and

JIMMY



for going

"ALL THE WAY"

Frank Sinatra



ACADEMY AWARD WINNER!

ONE OF THE MOST REMARKABLE
FILMS EVER MADE!



ALBERT SCHWEITZER

A NEW DIMENSION IN FILM BIOGRAPHY
IN COLOR

Produced by JEROME HILL
Photographed by ERICA ANDERSON
Narrated by FREDRIC MARCH and BURGESS MEREDITH
Musical Score by ALEC WILDER

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GENERAL SALES MGR.

AUTHENTIC! **EXCITING!**

The outstanding Scandinavian Hit!
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"NINE LIVES"

Based on the Book-of-the-Month
novel by David Howarth

NOMINATED FOR THE ACADEMY
AWARDS AS ONE OF

The Best Foreign Language Films of 1957

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HOLLYWOOD

By SAM BERNS

Hollywood, March 30

ACADEMIA: N B C's Academy wards telecast of 1958 will be re-rded in the annals of show business the longest commercial in the his-ry of television . . . one hour and minutes of "subliminal" salesman-ip on motion pictures as the highest rm of entertainment with the great-t array of pitchmen ever assembled one show.

It came off as a brilliant wedding remony of two "compatible" medi-ns. . . . The audience caught the ride's bouquet which contained mething old: motion pictures! . . . mething new: television . . . and at something "blue" was the abiding emory of the untimely loss of a eat showman—a shock that was felt round the world."

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The show itself was conceded by all ose who attended and those home ewers whom we polled to be the ost impressive entertaining spectac-ar event ever for the presentation of e awards. The record-breaking TV idience must have been captivated / the informality and human side of e name personalities, many of whom ceived their baptism in the TV edium on this night.

Jerry Wald may not have taken me a golden statuette for his "Peyton Place," but he certainly deserved a special award as producer of a poignant industry spectacle . . . and that goes for all his committee heads who contributed to the smooth operation not only at the Pantages Theatre but at the Beverly Hilton later for the board of governors' ball.

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R. L. Grosh & Sons wizards at designing and constructing stage settings took good care of the huge press assemblage with a specially constructed tent adjoining the theatre besides engineering the mobile stage settings for the presentation. Thank you, Ralph Blow. . . . (Incidentally, the Grosh boys are handling the stage setting and constructing the "free standing" screen for the Cinemiracle screen, currently being installed at the Roxy and Grauman's Chinese.)

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Press Room Echoes: Red Buttons came down from cloud nine long enough to remark, "This should be an inspiration to every guy in this business who has been written off permanently." . . . Miyoshi Umeki said the winning of her award should be "very good for America." . . . Paul Newman's reluctance to take pictures with his wife, Joanne Woodward. "It's her night," he kept insisting.

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In the Bali Room of the Beverly Hilton: Sam Engel took a drum roll to tell the 1,200 attendees of the Governors' Ball, "I'm terribly proud tonight. I believe we have come of age."

Exhibitors Feel Oscar 'Well Worth the Effort'

The effect on theatre attendance of the well-publicized and promoted first industry-sponsored Academy Awards telecast varied not only from one time zone to another but also from theatre to theatre in the same city. Generally, business was more affected in the West and Midwest than in the East, but all exhibitors feel no matter what the effect, it was worth it.

Here are some random reports on business on Oscar night.

Milwaukee—With the exception of drive-ins, art houses and some downtown theatres, attendance was down about 50 per cent here the night of the Oscar telecast.

Memphis—First-run theatre attendance was about the same or only a little off here during the Oscar telecast, managers reported.

Dallas—C. O. Wise, general manager of Isley Theatres, declared the Oscar telecast "a thousand times better this year sponsored by the industry." John H. Rowley, president of Rowley United: "Make mine a rousing affirmative on preference for this year's Academy Award show." Hal Novy, vice-president of Trans-Texas: "For the first time as an exhibitor I felt I was an active participant in the industry."

Columbus, O.—Theatres and drive-ins off 20 per cent to "very badly" on Academy Awards night but most theatremen agreed the telecast helped stimulate interest in films.

Kansas City—The telecast of the Academy Award ceremonies was watched by more than 400,000 persons in the area served by *WDAF-TV* in Kansas City, officials of the station said. While the telecast reduced attendance at Kansas City theatres, theatre managers expressed pleasure with the success of the event.

Baltimore—Jack Fruchtman, head of the Fruchtman Theatres in Baltimore and Southern Maryland, regards it as a boost for motion pictures. Jack Whittle, exhibitor and president of the Allied Motion Picture Theatre Owners of Maryland, classified the telecast as "magnificent." More praise came from Leon Back, head of the Rome Theatres here, among others. Said Back: "I thought the Academy Awards telecast was a great show. I feel sure a promotion of that type is a definite aid to the industry and I'm all for doing it again—with no commercials and industry-sponsored."

Academy Award Winner
Best Foreign Film Of The Year

Federico Fellini's

"CABIRIA"

Produced By

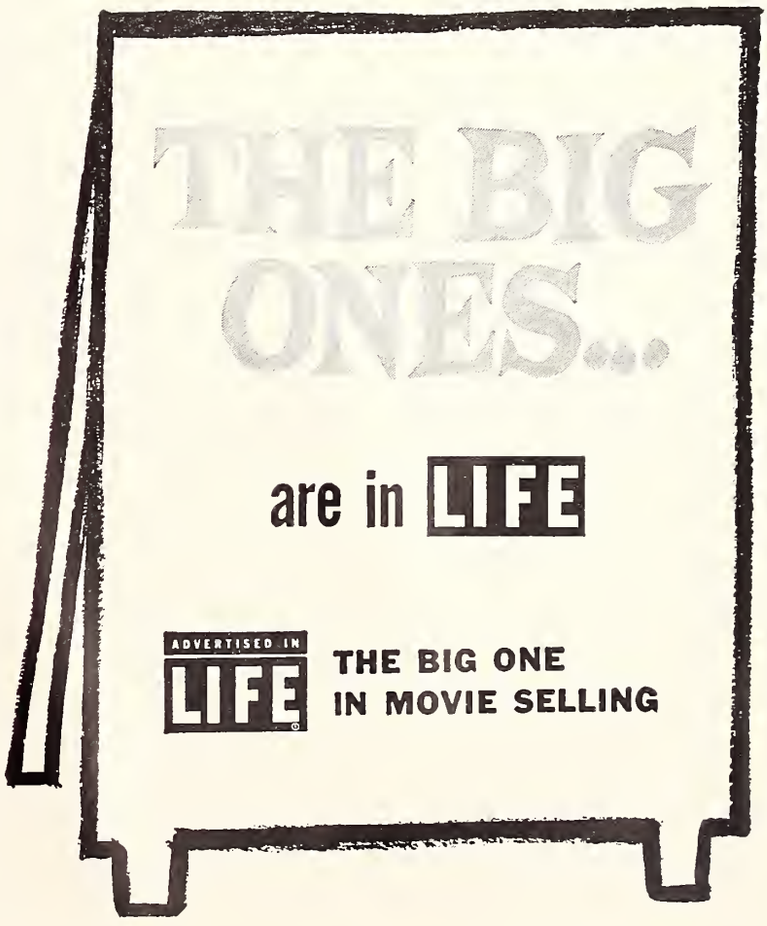
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Sammy Cahn
and Jimmy Van Heusen

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BARTON MUSIC CORPORATION.



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to the Academy

MOTION PICTURE RESEARCH COUNCIL

"for the design and development
of a high efficiency projection
screen for Drive-in Theatres"

'57 'Oscar' Winners

BEST PICTURE

"The Bridge on the River Kwai," a Horizon Picture, Columbia, Sam Spiegel, producer.

BEST PERFORMANCES

Actor—Alec Guinness in "The Bridge on the River Kwai," Columbia.

Actress—Joanne Woodward in "Three Faces of Eve," 20th Century-Fox.

Supporting Actor—Red Buttons in "Sayonara," Warner Brothers.

Supporting Actress—Miyoshi Umeki in "Sayonara," Warner Brothers.

BEST DIRECTION

David Lean, for "The Bridge on the River Kwai," Columbia.

BEST WRITING

Screenplay—Pierre Boulle, for "The Bridge on the River Kwai," Columbia.

Story and Screenplay—George Wells, for "Designing Woman," M-G-M.

BEST ART DIRECTION

Ted Haworth, for "Sayonara," Warner Brothers. Set direction: Robert Priestly.

BEST CINEMATOGRAPHY

Jack Hildyard, for "The Bridge on the River Kwai," Columbia.

BEST COSTUME DESIGNS

Orry Kelly, for "Les Girls," M-G-M.

BEST FILM EDITING

Peter Taylor, for "The Bridge on the River Kwai," Columbia.

BEST SOUND RECORDING

"Sayonara," Warner Brothers Studio Sound Department, William A. Mueller, Sound Director.

BEST MUSICAL ACHIEVEMENTS

Most Effective Musical Scoring—Malcolm Arnold, for "The Bridge on the River Kwai," Columbia.

Song—James Van Heusen for the music, and Sammy Cahn for the lyries of "All the Way," from "The Joker Is Wild," Paramount.

SPECIAL EFFECTS

"The Enemy Below," 20th Century-Fox, Walter Rossi (Sound Effects).

BEST DOCUMENTARIES

"Albert Schweitzer," Hill and Anderson-Louis de Rochemont Associates, Jerome Hill, Producer.

BEST SHORT SUBJECTS

Cartoon (3,000 feet or less)—"Birds Anonymous," Warner Brothers, Edward Selzer, Producer.

Live Action Subject (3,000 feet or less)—"The Wetback Hound," Walt Disney-Buena Vista. Larry Lansburgh, Producer.

BEST FOREIGN LANGUAGE FILM

"The Nights of Cabiria," Dino De Laurentiis Production. (Italy)

Seaton's Long Term Policy is Justified

By WILLIAM R. WEAVER

HOLLYWOOD, March 30—The outcome of the 30th annual Academy Awards competition reflected clear credit to president George Seaton's progressive program. Two fundamental changes he had striven long and hard to bring about came to their crucial test and proved sound.

First and foremost, Seaton's stoutly held stand against continued commercial sponsoring of Academy Awards presentations programs, firmly stated two years before the industry adopted his views on the matter and decided to appropriate the necessary funds, proved its correctness beyond all question in public and professional approval.

Talent Guild Stand Praised

Second, less conspicuously as far as the public is concerned, but deeply vital from the Academy's own standpoint, Seaton's stand against permitting talent guilds or any other individual or group to participate in nominations balloting, and thus to limit the Academy function in every particular strictly to Academy members, proved itself well taken in unprecedented acceptance of both the nominations and winnings by the production community.

The basis for Seaton's reasoning, in opposing the long established system of admitting talent guilds into the nominations balloting process, was the fact that talent guild memberships, collectively, greatly outnumber the academy's own membership, thus depriving the Academy to some extent, at least hypothetically, of its proper right to vote on the slate of nominees chosen directly and exclusively by itself. Thus, and thus only, could the Academy findings be forever freed from suspicions of influence and political pressures, as had been the case in years gone.

Seaton's precedents include, also, without his having made a declaration about it, the confining of the presidential address of welcome to 60 seconds. His re-election, should he choose to continue in office, is assured.

Academy's Technical, Honorary Awards

Honorary Awards

Jean Hersholt Humanitarian Award—to Samuel Goldwyn.

Special Honorary Awards for continuous contributions to the industry—to B. B. Kahane, vice-president, Columbia Pictures; and to Charles Brackett, producer, writer.

Special Award—to Broncho "Billy" Anderson, first Western star, and star of other pioneer films.

Technical

CLASS I—to Todd-AO Corp. and Westrex Corp. for developing a method of producing and exhibiting wide film pictures known as the Todd-AO System.

To the Motion Picture Research Council for design and development of a high-efficiency projection screen for drive-in theatres.

CLASS II—to the Societe d'Optique et de Mecanique de Haute Precision for development of a high-speed varifocal photographic lens.

To Harlan L. Baumbach, Lorand Wargo, Howard M. Little and Unicorn Engineering Corp. for development of an automatic printer light selector.

CLASS III—to Charles E. Sutter, William B. Smith, Paramount Pictures Corp. and General Cable Corp. for engineering and application to studio use of aluminum light-weight cable connectors.

Mixed Reaction Noted By Newspaper Critics

Opinions of newspaper television critics of the Academy Awards telecast, as of most other programs, were mixed. Critics and columnists reactions ranged from outright raves to flat "thumbs down." Quotes from New York newspaper reviews were published in Motion Picture Daily on Friday. Others, chosen at random, follow:

Lowell Redelings, Hollywood Citizen-News: "Oscar went out on his own. No longer commercially sponsored, he celebrated his new found freedom by putting on the greatest show ever seen on a stage or before an international television audience."

Tony La Camera, Boston American: "Very good show, profiting from such assets as suspense, drama, emotion and humor. The motion picture industry is entitled to at least two bows—one for putting on a good show and the other for footing the bill."

Jean Bosquet, Los Angeles Examiner: "Most spectacular Academy Awards presentation in history."

Dick Williams, Los Angeles Mirror-News: "By far the most integrated and professionally planned entertainment since the Oscar show went out on television five years ago for the first time."

Kendis Rochlen, Los Angeles Mirror-News: "Both fans and stars alike seemed to agree on one thing—this year's show was the best yet."

Arthur Fetridge, Boston Herald: "The movie industry of Hollywood put on a television show last night that it could well be proud of as it staged its annual award ceremony."

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OMAHA - Admiral, Chief, Sky-view Drive-in

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Screenplay by JOHN GAY · Based on Novel by Captain EDWARD L. BEACH · Directed by ROBERT WISE · Produced by HAROLD HECHT

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